



Bio-profile of: ‘Gerard Assey’

Gerard Assey is a graduate in Economics, a PGD in Management (HRD) & holds a Doctorate in Leadership. A Distinction holder in Advertising at the LCCI, London – UK; Gerard holds several International Diplomas in Sales, Collections, Training & Teaching, and is a ‘Fellow’ of the prestigious ‘Institute of Sales & Marketing Management’-UK, a Certified NLP Practitioner, a ‘Certified Trainer’, an ‘Accredited Management Teacher-Behavioral Sciences’, a ‘Certified Competency Facilitator’ and a ‘Certified Management Consultant’- (the International credentials of a professional management consultant, awarded in accordance with global standards of the ICMCI); He is also a Member of the ‘Institute of Management Consultants’ with several years experience in varied industries, both in India & Abroad. He holds an ‘Etiquette Consultant’ Certification from the USA (by Sue Fox, Author of Best Seller: ‘Business Etiquette for Dummies’. She has trained some of the Royalty & Celebrities world over). He was also a recipient of a scholarship for extensive training in Japan on ‘Corporate Management for India’.

Gerard Assey is ‘Chief Corporate Trainer’ of the Group: ‘**Citius, Altius, Fortius Unlimited**’- an organization an organization that celebrates 15 years of Glorious Service & focusing on 3 Core Competencies: People. Performance. Profit; in functional areas of Sales & Marketing, HR & Organizational Development, covering Recruitment, Training & Consultancy!

His specialization is in the area of Sales Training (Basic, Advanced levels, Presentation, Negotiation, & Managerial Skills for all sectors), Bid Proposal/ Capture Planning/ Management Trainings, Retail Sales, Customer Service & Customer Retention Programs, Training for Prevention & Collection of Debt, Self & Personal Development Programs (Time Management, Teamwork & Team Building, Business Etiquette & Personal Grooming, Leadership & Managerial Skills, People Management Skills, Train-the-Trainer etc), including preparation of Custom-designed Business Manuals for Internal (HR, Induction, and Sales etc) & External use (Instruction, User Manuals). He has successfully conducted over 3000 Trainings & Workshops all across India, Middle East, Africa & SE.Asia.

Besides public programs conducted regularly, both in India & Overseas, he has some of the top names as clients whom he services from Single Owners to large Public & Government undertakings, covering all sectors, for their in-house needs.

His website: www.CollectionSkills.com is the only one in this part of the world to be featured in the ‘Collections & Credit Risk Magazine-USA’ under ‘Who’s Who in Training’ and ranks TOP, along with websites www.SalesTrainingIndia.com, www.SalesTrainingMiddleEast.com & www.RetailSalesTraining.in today on most search engines.

Gerard is author of 3 books: ‘BITE-SIZED BITS ON COMMON SENSE MANAGEMENT’, ‘HOW TO BECOME A SUCCESSFUL MANAGER’ & ‘HEART to HEART on Life’s Principles’ with his 6 upcoming books: 1) ‘COLLECT THE MONEY YOU ARE OWED!’ 2) The MASTER SALES PROFESSIONAL 3) The Sales Professionals' Master Workbook of S.Y.S.T.E.M.S 4) Mastering PRESENTATION SKILLS 5) WINNING PROPOSALS-From RFP's to a Winning Solution! & 6) People Hate being Sold; The Love to Buy! (Retail Selling Skills); to be released shortly, besides regularly contributing to business & trade journals, including international ones such as the ‘Creative Training Techniques’ and the ‘Sales News’ of the U.S.A. He is also a member of several prestigious bodies & trade associations, having participated in many Conferences & Workshops in India & Overseas.

Prior to his last assignment of leading & managing a large MNC as country head, Gerard had a 3-year stint in the Middle East as a Consultant with a leading British Consultancy Firm.

As the past ‘Official Country Representative’ for the International Business Award- ‘THE STEVIES’-(the business world’s own Oscar) for about 4 years- he ensured a good number of India companies qualify for the same every year!



Gerard can be contacted at:

Citius, Altius, Fortius Unlimited,

19/18, Palli Arasan Street,
(Near Kilpauk Water Works)

Anna Nagar (E),
Chennai-600 102 (India)

Tel: (+91) - (044) 4353 1000

(+91) - 98400 998 99

24 Hrs Hotline: (+91) - 94440 365^(Days) 24^(hrs)

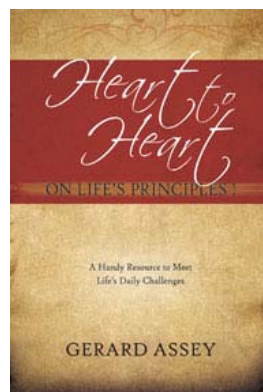
E: mail: training@Sales-Training.in
training@CollectionSkills.com
training@SalesTrainingMiddleEast.com

Websites:

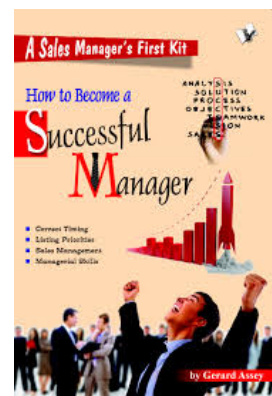
- www.Sales-Training.in
- www.EtiquetteWorks.in
- www.CollectionSkills.com
- www.RetailSalesTraining.in
- www.SalesTrainingIndia.com
- www.ManualPreparation.com
- www.TrainingWithPuppets.com
- www.FirstContactAcademy.com
- www.Skills2Win-Just4Teens.com
- www.SalesTrainingMiddleEast.com
- www.SalesAndMarketingRecruiter.com



Author of Sales Management Book:
Bite-Sized Bits on Common-Sense Management



Author of:
Heart to Heart on Life's Principles



Author of:
How to become a Successful Manager