



# Associate Profile

## Erin Buyers



Erin Buyers is a highly effective trainer specialising in driving peak performance and behavioural change. With 15 years business experience negotiating multimillion pound deals across the globe and as a qualified Neuro Linguistic Programming Trainer, Erin has a unique ability to deliver training programmes that speak to the hearts and minds of her delegates, whilst bringing it to life with first hand business experience.

Prior to becoming a trainer Erin worked in Sales for Vodafone Global Enterprise. Her last role at Vodafone was as a Global Account Director, where she was responsible for two key multi-national clients and had a revenue target of over €100 million pa. Whilst she was in this role, she started studying Neuro Linguistic Programming, which had a fundamental impact on her sales results.

Erin's business background provides credibility when working with corporate delegates and creates a real connection when sharing "on the ground" examples.

### Qualifications/Experience

- C-Level Selling Certification
- INLPTA Master Practitioner in Neuro Linguistic Programming
- INLPTA Trainer of Neuro Linguistic Programming
- AAPH Master Practitioner in Hypnotherapy

### Specialist Areas

- Sales Training
- Negotiating and Influencing
- Team Building
- Individual and Group Coaching
- Effective Communication
- Interpersonal Skills
- Motivational Speaking
- Employee Engagement
- Resilience

*"I engaged Erin with the brief to re-energise the team after a year of over performance to smash their targets again. Erin delivered an impactful and memorable workshop which has helped to ensure we are on track to over deliver again."*

