



Stella Round

Associate Trainer

Skills & Experience

- Extensive sector experience and knowledge
- NFU Mutual
- AXA Insurance
- Legal and General Insurance
- Online & Virtual delivery experience
- Face to face delivery
- Soft Skills Training & business skills topics
- Leadership & Management Training
- Coaching and Mentoring
- Sales Enablement specialist

Personal Profile

I have had a successful career as a Sales Development Consultant and am a leading coach and mentor in multiple sectors including Technology, Utilities and Financial Services.

I worked for NFU Mutual for six years in Sales and Change management roles in which alongside team management I developed and implemented sales and marketing plans, these achieved a 96% customer retention increase and double-digit growth in sales performance. I also worked with L&G and AXA in management roles coaching and mentoring teams and delivering strategic business improvements.

My achievements include becoming a Fellow of the Institute of Sales Management and an ambassador for The National Sales Conference. In addition, I was awarded the BESMA Account Manager of the Year award and have been a finalist for Women in Insurance, Mentor of the Year awards for the last 2 years. I am professional mentor with several universities and charities.

Qualifications

- 2007 – NLP Practitioner
- 2013 – (ISM) Fellow of the Institute of Sales Management
- 2019 – Professional Mentor with IoD & Member of Birmingham Chamber of Commerce
- 2020 – CIPD Certificate in Training Practice
- 2020 – Prince 2 Foundation, CMI Coaching and Mentoring Diploma & Change Management Practitioner