



Michael Farrell

- Consultant
- Business Mentor
- Sales Trainer



Described by his clients as:

- **Commercial** Consistently focused on driving profit and business growth
- **Challenging** Willing to ask the tough questions and give straight advice
- **Experienced** Brings 25 years of commercial management and sales experience to the table
- **Supportive** Sees consulting as a process of helping people and businesses to maximum success

And the small print:

After gaining a degree in commerce, Michael went on to work in the insurance sector before joining a start-up business and growing it to a multi-million pound international concern. Leading on international sales and marketing in the UK and mainland Europe, he gained years of experience in managing, growing and directing a business at board level.

After joining deWinton-Williams Consulting in 2008, Michael has steered strategy and growth into different sectors and delivers in his core areas of expertise - business development, sales, pitching, client management and negotiation skills. He also heads up our new service offering, Business Mentoring.

Michael is NLP qualified and has acted as a business mentor.