



Best Sales Trainer



Best Sales Training Program

Over the past 17 years Michael Schiffner has accumulated a wealth of knowledge in the areas of business development training, mentoring and sales management. As Managing Director with Collective Intelligence, Michael facilitates corporate training in topics such as: leadership development, emotional intelligence, negotiation, conflict resolution, harvard planner time management and presentation skills workshops along with one-on-one executive performance coaching. He also provides key note presentations at corporate conferences. In addition, Michael provides consulting in the areas of strategic planning and development of value propositions and marketing plans. On April 2, 2009 Managing Director, Michael Schiffner accepted two training awards; *Best Sales Trainer* and *Best Sales Training Program* at the LearnX Asia Pacific 2009 E-Learning & Training Awards held at the Sydney Convention & Exhibition Centre.

Michael has consulted at a senior level to a range of private and public sector companies to increase their revenues by improving the effectiveness and professionalism of their teams. Michael is also contracted by the Australian Institute of Management (AIM) on a regular basis to facilitate in-house training. Over the past 4 years Michael has also volunteered his time to help run a personal development workshop for men called Real Man. This work has significantly developed his own self awareness and authenticity giving him the skills to coach others in the area of Emotional Intelligence.

Born and raised in Toronto, Canada Michael entered the Pharmaceutical Industry after graduating with degrees in Human Biology and Marketing. During his career Michael has worked with four of the world's largest pharmaceutical companies: Pfizer (Australia), GlaxoSmithKline (UK), Novartis (Canada) and Schering Plough (Canada). Michael has also worked with multinational companies in the telecommunications and financial services industries.

His philosophy is counter-intuitive to traditional business development approaches. Michael helps clients by educating them to stop selling –and instead help their clients buy! His focus on relationship and trust-based selling is a fresh approach to an industry that is often regarded with fear and mistrust. Michael's methodology puts salespeople in a position to create win-win outcomes by forging partner relationships that not only result in improved revenues – but more importantly they improve client relationships that result in on-going and repeat business.

Michael is a genuinely talented and caring individual that takes his role seriously and he works hard to make a difference to every individual he works with.

