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| Trading Name: Languages: Gewerbeschein #: Title: | Birdsall Training & Consulting (BTC) English, German MBA 12-G-F 10663/96, Reg. ZI. 25257/f/12 (Based in Vienna, Austria) Director / Owner, Wittenborg University Network BV | |

| Quick view 2012 | | |
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| Work | Partners | Projects |
| <ul style="list-style-type: none"> • Henkel KAM 1,2 & 3. CEE & De • NetApp – coaching. • IBM –PT skills, sales for business partner, internal sales training • IRM - PT skills and TTT • S&T - Sales • Recronet - Account Planning, & LDC • Intelligencija - Sales • King – Account Planning. • Span – Sales & AP • Mondl – PT skills • DHL – leadership • Bayer – influencing • KFI – leadership • Daikin - communication | www.hrdiamonds.com www.insideout.com www.insights.com www.cls.co.uk www.werk4.at | <ul style="list-style-type: none"> • Leadership Development Center product & brand development. www.leadership-dc.com • Opportunity management software to support sales training www.birdsalls.eu/oms • Sales training & planning, product & brand development. Online sales training films. www.pipeliner-sales.com • Speaker training for medical, pharma, product & brand development. www.speakermedica.com |
| | Key training areas <ul style="list-style-type: none"> • Solution sales for IT • Sales for KAMs in FMCG • Leadership skills • Presentation skills • Coaching programmes | |

This profile is split into skills areas. Each area describes a selection of different projects and skills areas where Tim has worked; and the clients for whom the work was done.

Tim has been training since 1996, with an average of 135 training days per year.

In the case of “Pipeliner Sales”, the complete client list is too extensive to post here, as it has had participants from approx 400 SMB IT organisations across CEMA (Central Europe, Middle East and Asia) over the last 10 years.

Tim is based in Vienna, Austria. He is married with 2 children. His hobbies include sailing, surfing, running, cooking, eating, drinking, socializing and comedy.

Tim comes from a family of teachers, and has an entrepreneurial spirit. Currently he is running 3 projects which have nothing to do with his core business area, and he works closely with the family to run different education based projects in work placement, and language school activities.



| Skill area | Description | Clients |
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| Account Planning (sales) | <p>Account planning sessions are used for sales departments to plan their sales strategy for 1 large account – normally cross border, key accounts, with varied sales reps and project managers who have client facing responsibilities. The results of account planning sessions are measurable. (Increased wallet share and coverage)</p> <ul style="list-style-type: none"> • Organisation maps • Business Drivers • Business Initiatives • Opportunity lists • Action plans | <p>TietoEnator IBM Schönherr Rechtsanwälte KING ict</p> <p>Microsoft / Bosch through www.aliancesphere.com</p> |
| Sales Training for the Pharma industry & FMCG | <p>Generic sales skills. Tim trains organisations that need their sales reps to maintain a high level of contact (week for week) with their customers. Normally a very tough working environment, a large focus gets put on personal motivation. Skill areas are:</p> <ul style="list-style-type: none"> • Question asking techniques • Pre call planning • 3 minute calls • Maintenance calls • Product differentiation • Product passion • Call frequency planning • Asking for the Business • Team calls | <p>Eli Lilly Tim delivers the WCCS(world class competitive selling – a standard lilly programme) in English and German to Lilly Central Region, covering Austria, Central Europe and Russia. EWOPharm (Bulgaria) Lyreco</p> |
| Sales Transformation | <p>SSM – The Signature Selling Method – a corporate sales transformation initiative. Skill areas are:</p> <ul style="list-style-type: none"> • Understanding the customer's business and IT environment • Understanding business strategy, initiatives and technology preferences • Developing plans linked to customers business initiatives • Competitive strategies • Assessing and qualifying opportunities • Defining pain and organizational interdependence • Establish or changing buying vision • Identifying power and influence • Selling total solutions • Bridging from business to IT • Developing solutions with the customer • Negotiating • Developing reference accounts and running satisfaction metrics | <p>IBM Tim worked through “e-Strategia Consulting Group”, a US based consulting company that is driving the SSM initiative (in the form of 2 day workshops + pre-learning) that is being rolled out to IBM globally. Tim delivers the SSM in English and German. The SSM was rolled out to 55,000 people between 1999 and 2003</p> |
| Train the Trainer | <p>Train the Trainer seminar + pre-work (developed by Tim Birdsall) Skill areas are:</p> <ul style="list-style-type: none"> • Understand the psychological aspects of learning and teaching • Get to know various techniques of activation and motivation • Demonstrate the fundamentals of group dynamics • Gain experience of yourself as a trainer • Learn about conflict handling • Practice lesson planning and objective setting • Demonstrate and understand the difficulties and differences of the adult learning process • Provide the participants with tools and methodology that they can use in their future capacity as trainers • Teach and demonstrate how to use (the best ways) the various forms of media | <p>KFI - Kraft Foods International (for HR) IBM (for HR, Software instructors and Project Management trainers) AVAYA (for Software instructors and Sales trainers) Eli Lilly (for Clinical Research Associates – internal trainers) Eli Lilly Moscow Mobilkom Austria (for a specific software rollout)</p> |
| Solution Selling for the IT and channel sales | <p>Tim works with channel organisations to create and deliver programmes that create a sales attitude in the minds of a channel manager. Topics are channel management, opportunity</p> | <p>Philips Ecolab IBM BPO CEMA Gulf Business Machines</p> |



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| environment – Pipeliner Sales | management, relationship maintenance, consultative selling, pipeline management, early qualification techniques and acquisition drives. | Booz Allen Hamilton MASIT (Macedonia) ANIS (Romania) TietoEnator IRM |
| Top Sales Talent Centre | The TSTC is an assessment and development centre for sales professionals. Over 2 days, sales people go through a series of exercises that allow a group of managers to give them feedback according to a corporate competency set. | IBM |
| Selling to Groups | Tim delivered a 2-day seminar called “Selling to Groups” for HPS Hierhold Presentation Services based in England and Austria. Skill areas are: <ul style="list-style-type: none"> • Managing and presenting to a small group of 2-6 people • Using a table setting effectively • Dealing with objections • Moving the sale forward • Checking understanding | SAPPI Mondi (Frantschach) Deutsch Post (DPWN) Open seminars |
| Leadership | Tim worked with Werk 4 consulting (Vienna), and CLS (Int) to develop and deliver a 3 module (3x3days plus pre-work and project work) leadership programme. Skill areas cover the whole spectrum of leadership topics, and are sub divided into 3 areas: <ul style="list-style-type: none"> • Entrepreneurial Leadership • Communication & Cooperation • Diversity & Conflict | S&T Deutsche Post |
| Effective Business Presentations | Tim delivers 2-3 day seminars called “Effective Business Presentations” and “Persuasive Presentations” which are focussed on the basic presentation skills. Areas covered are: <ul style="list-style-type: none"> • Audience orientation • Presentation structure • Visual ideas • Producing visuals • Media handling • Personal impact • Interaction | KFI Eli Lilly Update.com Wrigley MTU T-Mobile Teufelberger Mazda Greiner Sappi Coca-Cola Deutsch Post (DPWN) MIBA IBM |
| Coaching | Tim delivers workshops that focus on coaching which fit in with the existing corporate coaching models. Skill areas are: <ul style="list-style-type: none"> • Giving and receiving feedback • Active listening • Making suggestions • Asking questions • Authorising and empowering & summarising • Sharing experience | AVAYA Metro KFI (for Kraft, the coaching seminars were designed to align with the “functional competencies” of the different Sales functions) Eli Lilly (for Clinical Research Associates – internal trainers) GE Healthcare Amgen |
| Team Building | Tim works with the BELBIN team types to illustrate effective team behaviour. These usually take the form of 1-2day kick-off meetings for whole departments, and are followed up with focused sessions for specific work groups. Belbin aligns perfectly with business strategy planning sessions. Tim also uses the elements of “team” method for various kick-off meetings and planning sessions, as it is a widely requested topic. Focus areas include: | KFI Metro HP Roche Diagnostics |



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| | <ul style="list-style-type: none"> Managing the matrix environment Cross border teaming Virtual teams | |
| Leadership Development Centres (LDC) Assessment Centres | <p>The LDC is a 2-3-day session that invites managers to observe and evaluate a group of junior managers as they go through a number of exercises that focus on various aspects of leadership. As a part of this, Tim is an observer and giver of personal feedback and management feedback, and is licensed to facilitate the OPQ (Occupational Personality Questionnaire – Saville&Holdsworth Ltd). Assessment areas are:</p> <ul style="list-style-type: none"> Meeting management Disciplinary action Appraisal interviews Prioritising Delegating Presenting Teamwork | IBM (candidates were assessed according to the IBM leadership competencies, and feedback needed to reflect these areas) Niederösterreichisches Landesregierung Recro-net |
| New Hire Development Programmes | <p>Tim is involved in an organisational capacity for setting up and running the IBM New Hire Development Programmes, for Central Europe and Russia. Responsibilities include:</p> <ul style="list-style-type: none"> Pre work distribution and reviews Report writing Maintaining positive learning environment Trainer support General organisation | IBM |
| INSIGHTS Discovery - Communication Skills | <p>Tim is a licensed facilitator and representative for “Insights Discovery”, a communication skills and report generation tool based on Jungian psychology. (www.insightsworld.at) (www.insights.com)</p> | Eli Lilly CER, Eli Lilly Moscow Soravia Baurträger Société Générale Amgen HP GE Healthcare |
| Negotiation Skills | <p>Tim trains 2-3 day principled negotiating programmes and works on projects for Treasury, Logistics, Sales and Purchasing departments. More specifically, Tim coaches managers who are approaching large negotiations to prepare and set up the negotiation well.</p> | KFI Bulgaria KFI Austria IBM CEMAAS EVVA |
| Consulting projects | <p>Specific consulting and facilitation programmes to set strategic objectives, translate them into concrete actions and projects, and track them. So far, focussed on sales initiatives. Most consulting projects involve intensive coaching programmes for the participants.</p> | MPA EVVA Roche Diagnostics S&T |
| Speaker training for the Pharma industry | <p>Tim works with product managers and Clinical Research physicians to add value to meetings / events with doctors by training them in speaker skills for large congresses. Group from 20-500. Tim has developed this niche into its own brand, with 16 trainers and a worldwide delivery capability. www.speakermeidca.com</p> | Lilly EU Lilly US / SA Lilly AP Amgen Ipsen Kavo |
| Key Account Management | <p>In a specific project for Henkel, Tim is tasked with bringing soft skills, training methods, trainer feedback and sales focus into the KAM curriculum (3 x 3 days) for Henkel.</p> | Henkel CEE Henkel De |
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CERTIFICATIONS

| YEAR | WHICH CERTIFICATION (WHICH PROGRAM OR CONTENT) | BY WHOM? (TRAINER OR INSTITUTE) | WHERE? (LOCATION, CITY, COUNTRY) |
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| 1991 | RSA/Cambridge Certificate for Teaching Adults | Eastbourne School of English | Eastbourne |
| The TEFL (now called CELTA) is an intensive 1 month "crammer" concept of training, with input modules and practice sessions in a real teaching environment. The Tefly concepts are designed to put a person in front of a group of students and get them learning quickly and effectively. It is a pragmatic teaching qualification. | | | |
| 1994 | RSA cert TEB Teaching of English for Business | Business Language Center | Vienna |
| The TEB was a 2 x 1 week programme which gave the participants the tools they needed to do personal coaching and teaching for groups of business people | | | |
| 1995 | Occupational Personality Questionnaire Facilitation | Salville Holdsworth | Vienna |
| The OPQ is still a hugely respected tool for personal development, selection and competency development programmes, and is arguably the best researched list of competencies and their supporting behavior descriptors. The 3 day initiation ave the participants the skills to give feedback and coaching to participants. The OPQ or similar tools are uyed in development centers. | | | |
| 1996 | Videoconferencing Instructor | Picturetel | Vienna |
| Technical training for a software package. The Picturetel education (1 week) gave me the skills to work with companies on successful virtual teaming topics, and cost reduction exercises during travel freezes! (The course itself was basic training to teach people how to use the system, and not originally designed to be behavioral) | | | |
| 1999 | IBM Signature Selling Method Facilitator | E-Strategia | Paris |
| Train the train to kick off the SSM training for IBM – a sales transformation seminar. The topic area was consultative sales techniques, solution sales and sales tools. 4 days. | | | |
| 2001 | Account Planning Methodology | E-Strategia | Alpharetta |
| 2 x 2 days. Train the trainer for an account planning methodology (sales for key accounts) | | | |
| 2001 - 2003 | Insights Psychometrics Facilitator | Insights | UK |
| Train the Trainer for the insights portfolio. (10 days total over 3 years). While not accredited, Tim has also gone through TTT programes for Belbin, DISC, MBTI, HBI and Struktoqram (all psychometrics used in coaching, team building and assessment. | | | |
| 2009 | Account Planning accreditations (Partner Planning, Account Planning, Joint Business Planning with customer | Alliancespere | Munich, Stuttgart |
| 4 x 1.5 days. Train the trainer for an account planning methodology (sales for key accounts, partnering for vendors) | | | |
| 2010 | GROW coaching accreditation | InsideOut | Online, Munich |

AREAS OF EXPERTISE

- Human Resources. (Physcometric testing instruments, coaching & mentoring programmes, retention, development center approaches
- Sales in IT. SFA (Sales Force Automation) and the link to CRM. I am in the process of developing my 3rd piece of opportunity management software.
- Central Europe and Russia. Tim has a network of 14 trainers from the CEE region who enabled him to offer cross border offerings.