



Meet Sue Reed

Meet Sue Reed from Reed Consultants. She is BMF certified trainer who is passionate about developing individuals by offering Sales and Customer Service courses to ensure that you and your team are 'the best you can be'. Sue lives in Landkey in Devon with her husband Rod and Cockapoo Bailey.

Tell us a bit about yourself

I am a self-employed Institute of Sales Management (ISM) Endorsed Training Partner, but I am not classed as a 'normal' trainer as I like to bring excitement to the training room.

I am a very keen gardener and enjoy off-road driving. One of my favourite things to do is travel and explore new places, however one place I always return to is my local beach in Devon where I love to walk with my husband and Cockapoo.



What is your favourite part about your job?

Unleashing people's potential. As a trainer I take the talent that exists in all people and encourage it to grow. As a trainer, it is extremely rewarding when you see a student get that lightbulb moment.

Which courses do you specialise in?

If you are looking at the BMF prospectus I specialise in 14 different programmes covering from Leadership, Sales, and Induction/Operations. I can also offer members bespoke programmes for which have previously included 'Manage, Lead,

Inspire', 'Train the Trainer' and 'Excellence in Branch Management.'

As well as the above I am qualified to deliver accredited Institute of Sales Management (ISM) programmes such as 'Essential Sales Foundation Management' and 'Sales Fast Track.'

What is your favourite course to deliver?

Oh, this is a tricky question, however I would have to say I love to deliver bespoke programmes for members. I firstly ask the member to complete a scoping document that identifies all their training needs and then I design and deliver unique training which is clearly measurable and maximise a return on investment.

What do you like most about working in partnership with the BMF?

Being in partnership with the BMF provides me with many different opportunities, I couldn't possibly choose one favourite so here's a couple ... I love the variety of members, BMF values and how they are champions and a voice for the entire industry!

How have you found giving training during the pandemic?

It has given me the opportunity to adapt my style of delivery from face to face to virtual which has allowed me to teach myself how to deliver virtual programmes via a wonderful LMS called GiraffePad. Although this being said, I do miss the physical contact of the training room!

What has been your biggest life achievement to date? And why?

In my professional life, designing and delivering the Essential Sales Foundation

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Management Programme which was awarded by the Institute of Sales Management as the winner in Sales Development Programme Design Award but also the Rising Star Award was won by two delegates who I had trained.

In my personal life I would definitely have to say, marrying my best friend and moving to the beautiful county of Devon.

What is your idea of a perfect day?

Waking up is definitely a good start, then I would get dressed and take a nice walk on the beach. I would then do what I do best and deliver some training and then I'd finish off the day with an ice-cold glass of gin & tonic with a lovely meal.

If you were deserted on an island what is the one thing you would take with you?

I would take my Italian framed wedding bouquet because I could not live without it.