

# DEBBIE COLÓN BOYCE, "REIMAGINING SALES TRAINING"

Debbie is the Founder and CEO of Sales Skills Solutions, LLC and has over 20 years of sales, coaching and training experience. Since 2000, she designed and delivered hundreds of workshops to thousands of sales and business professionals globally. She is passionate about making every training experience an impactful learning event. Her enthusiasm, insightful knowledge of many industries, and solid expertise in selling skills guarantee that training expectations will be exceeded.

## Industry Experience includes:

- Information and Communication Technology (ICT) – Xerox Corporation
- Financial Services – Bank of America
- Manufacturing - BT Prime-Mover Inc. (Now Raymond-Muscatine, Inc.), Bonnell Industries
- Professional Services – Lewis Rice Law firm, Liberty Property Trust
- Retail – LL Bean
- Healthcare / Pharmaceuticals – Fresenius Healthcare Group
- Hospitality / Travel / Leisure – Choice Hotels
- Petrochemicals / Chemicals / Oil & Gas – Rhodia (purchased by Belgian Solvay group)
- Food / Beverages - U.S. Foodservice
- Telecommunications – Sprint (formerly Nextel), GCI (Alaska Telecom), Telus International in Canada
- Public Sector/Government – Federal Protective Services
- Advertising and Media – Mediamark Research Inc
- Construction / Building materials – Graniterock Construction, Alaniz Construction

## Channel Experience:

- B2B (focusing on complex sales, coaching, account management, territory management, negotiations and consulting)
- B2C (focusing on sales)
- Distributors (focusing on complex sales training and coaching)
- Retail (focusing on sales and customer service)

Debbie supported Xerox' U.S. Learning and Development Organization and played an integral role in developing New Hire Sales Representatives. She played an integral training role in the development of Xerox' Distance Learning Program. In this capacity, she provided online instruction, coaching/feedback to participants. She has also trained and mentored Virtual Facilitators throughout the United States, Canada, and Europe.

Debbie also played an integral training role in the start-up of 2 call centers in St. John, New Brunswick, Canada and Dallas, Texas. Roles and responsibilities of sales representatives and account managers included all aspects of inbound and outbound telephone sales and support.

Debbie is fluent in Spanish. She is a world traveler and has visited the Middle East, Central and South America, and has worked throughout the U.S., Canada, Caribbean and Europe.

She is a graduate of Rutgers University with a B.A. in Business and Spanish. Her advanced training and certifications include: Buyer Focused Sales Skills, Business Selling Skills, Xerox' Client Centered Selling Skills, SPIN Selling Skills, Negotiation Skills, Quality Improvement Process (TQM), Measures of Quality, Customer Obsession Training, Customers Service Skills, Facilitator, Coaching, Train the Trainer, "Challenger" Sales Training and FAST Start Solution Selling

