

CHRIS MERRINGTON

Chris Merrington is one of the UK's leading speakers and consultants working with clients in the areas of Negotiation, Increasing Commerciality and Trusted Adviser Selling.

An international speaker and author, Chris uses the psychology of pricing and selling to give you strategies to beat the competition and achieve bottom line growth.

Author of 'Why do smart people make such stupid mistakes' he firmly believes that within each individual and each business is the potential for much greater achievements. The challenge is releasing that potential. Rather than working faster, it's about working smarter. It's about truly understanding what your real impact is on your clients and how to best deliver that.

He challenges people to think and behave differently, sharing simple, practical strategies and techniques so you and your team can be more bullish in your pricing and recognise the real value of your impact. Ultimately to become a more trusted advisor to existing customers and deliver bottom line growth.

Chris is a high content professional business speaker who has worked with senior leadership teams, sales teams, dealers, Franchisors, SMEs, Conference Organisers and Chief Executives. He has spoken at conferences, seminars and workshops in the US, UK and across Europe, working with companies such as Johnson and Johnson, Sky Media, Fresenius, LAPADA, Bluebird Care, Confex and many others

As a Fellow of the Professional Speaking Association and Deputy President of the London region, Chris's natural, interactive style engages, entertains and energises audiences leading to action, not just good intentions. He has a passion to change minds, behaviours and companies' fortunes.

