



Su Askew

Associate

Su Askew applies 16 years of B2B business development experience to develop high performance sales teams and maximize sales for C-level business leaders who are tasked to grow global initiatives but are often frustrated by inaccurate revenue forecasting.

Prior to joining ValueSelling Associates, Su was the Vice President and Divisional Director for Research Now, responsible for strategic accounts and long-term client satisfaction. For close to a decade, she and her client development team secured double-digit YOY growth in the financial and management consulting sector. Earlier in her career, she led business development and sales strategies at Experian, also driving double-digit YOY growth within the automotive and financial markets client sectors, among others.

Su has designed, delivered, and rolled out training courses for sales, enablement, customer service, product development and operations throughout Europe and the Americas. She facilitates team member acceptance and adoption of new concepts through the ValueSelling Framework® sales methodology customized for the client's corporate culture.

She earned a BA in History at Kingston University, an IDM Diploma in Interactive and Direct Marketing and MRS Certificate in Market and Social Research. Su's home base is in the UK, and in addition to her passion for face-to-face training, coaching and consultancy, she embraces family time and is an avid downhill skier.

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