

## Julie Holman

### Associate

A Training and Professional Development Consultant since 2001 specialising in topics related to **Negotiation and Influence**.

Prior to that, Julie worked in corporate business development and sales for over 30 years within the advertising, media and property industries, with companies such as Channel Ten, ACP, the Seven Network and LJ Hooker.

- Starting at Channel Ten as a Sales Assistant before becoming one of the youngest metropolitan Sales Representatives in television where she was responsible for account managing several large advertising agencies.
- Julie broadened her experience by moving into the publishing industry at Australian Consolidated Press (ACP) as an Account Manager. Julie helped with the successful launch of SHE Magazine.
- Before finally making the transition to become a Training and Professional Development Consultant she was one of the Seven Network's Group Sales Managers. Julie managed a team of Account Executives and Sales Assistants. One of her career highlights was selling partnership and sponsorship packages for the 2000 Sydney Olympics.
- Julie left talkforce in 2013 to follow another passion, property and to put the theory of selling, influencing and negotiating techniques to the test. It is pleasing to report the theory works! While at LJ Hooker, Julie was responsible for negotiating and transacting over \$195 million in residential property sales.
- In 2016, after witnessing the results and observing the interpersonal dynamics in a client, colleague, management and team environment created a greater interest in returning to the professional development arena.

This extensive hands-on experience in these various sales roles has resulted in her practical approach in educating people to practice **key negotiation skills, sales skills, presentation skills, leadership and management skills** in realistic scenarios.

Julie has an in-depth knowledge of influencing and negotiating, a natural rapport with people and an enthusiastic approach to training. Julie is also an accredited practitioner of Life Style Inventory (LSI) and Group Style Inventory (GSI), DiSC, Strength Deployment Inventory (SDI) and has a Certificate IV in Workplace Assessment and Training.

Julie's role is to partner with client's to understand their business goals and strategy. By doing this, we can identify where talkforce can assist by designing and delivering a tailored, practical and relevant approach to training and coaching people within the business to execute these goals.