



Patrick Siva

Practice Leader & Consultant (Helping Clients Succeed)

Patrick brings more than 25 years of working experience of which almost 20 years has been in Sales-related positions. Having started his career with the British IT conglomerate International Computers Ltd (ICL) in 1988, he has held positions as Sales Lead, Country Manager and Chief Executive Officer having worked with teams in direct and indirect (channel) sales.

Areas of Expertise:

- Sales Leadership
- HCS Coaching
- Mentoring
- Role Playing
- Sales Enablement

Notable Clients:

- Privasia
- Dunamis Indonesia
- Takaful Malaysia
- Mesiniaga
- Finsoft Consulting
- Lord Chemicals

Industries:

- Technology
- Insurance
- Manufacturing

Specializing in the areas of sales coaching and mentoring, he has had success in delivering business growth for both local and multinational corporations such as Digital Equipment Corp., Compaq Computers, CSN Systems and Epicor Software.

Practice Leader

Serving as the Practice Leader for the Sales Performance Practice, Patrick specializes in delivering Franklin Covey's award winning Sales Program – Helping Clients Succeed.

Having “Carried a Bag” he has had on several occasions in his career made 100% clubs. Along with the successes, he has also faced many challenges and failures along the way. He is firm believer in learning from both experiences.

Unique Blend

Patrick brings a unique blend of facilitating and coaching being himself a practitioner of the Helping Clients Succeed Methodology.

He has been a keen follower of the program since 2002. Patrick's long term goal is to rid the world of dysfunctional selling practices and help customer facing individuals truly succeed.

Accreditation

Patrick completed his secondary schooling at Victoria Institution Kuala Lumpur and then studied Computer Science at Carleton University, Ottawa, Canada. Married to Veronica with 2 sons, he enjoys reading and the simplicity of long distance running. He has had the good fortune of completing 2 full marathons – achieved using the science of deliberate practice – which he strongly advocates in Sales Training.

He is also active in the Parent Teachers Association of Sekolah Kebangsaan Sultan Abdul Samad and serves on the committee of the Residents Association of Section 12 Petaling Jaya.



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