



## TOMA STAYKOV

Country Manager, SBR Consulting BG

Ten years into a career that has involved selling, leading sales teams and developing organizations in the US and Bulgaria.

Toma choose to stay in Bulgaria because he is passionate about helping local companies and individuals grow their sales potential.

Having set up the Bulgarian branch of SBR Consulting, Toma specializes in winning business and designing, delivering and embedding Leadership and Sales & Business development programs.

Toma has built his first sales team at age 21. In the past 5 years he has built a boutique Real Estate Consultancy from scratch and developed leaders who now run the company on their own.

Toma believes that People are the most valuable asset of each business and if we focus on building the people, they will build the company.

### **Specific areas of specialism include:**

- Consultative/solution sales technique
- Winning new business
- Sales Leadership
- Sales Mentoring / Coaching
- Creating Sales Playbook
- Customer Service