



Where Knowledge Brings You The Competitive Edge

Marsh Terranova

Marsh Terranova is an entertaining, challenging, flamboyant, highly thought provoking individual who is an avid proponent of “learning by doing”.

Marsh has negotiated agreements over in 15 countries on every continent except Antarctica. He has negotiated or participated in business deals with a value exceeding \$500 million in purchases, sales, construction contracts, acquisitions, leases, representing several global firms. He was later hone his negotiation skills during his 4 years working stinct with Public and Broadcasting Limited (PBL) in Australia. PBL is owned by Australia’s richest man, the late Kerry Packer. His negotiation partners have ranged from the most sophisticated investors to a wide variety of local and national government officials. His career with PBL in commercial and real estate development and management added forth depths to his negotiations experience.

His experience in Singapore includes positions with Singapore Airlines as a Quality Service Specialist as well as a Service Trainer with Burger King International. Marsh’s negotiation experiences stems from direct international, and from his flying career. His forte is in sales negations with an array of interpersonal perceptions and skills to sharpen and transform sales team results. With his vast exposure and experience, he is able to bridge the gap between commercial issues, people issues and technology. In addition to his strong background, Marsh advises clients on the importance of the human element in any sale or negotiations. He assists his clients in understanding the roles, their teams, clients, partners and suppliers team play-add and away from the negotiation table. Personality and thinking preference profile are regularly used to share a perspective on negotiators and team “unseen habits”. Experience in strategic client management and customer relationship managements have fueled and informed Marsh’s focus on the human element. He draws interesting parallel between the human element strategy and technology in business negotiations.

Because of extensive broad exposure to many work settings and culture, he is particularly adept at helping workshop participants quickly adapt negotiation skills theory to practical tools that relate directly to their everyday tasks and objectives. AS a presenter, he is known for his ability to structure his ideas in a manner that makes them easy to follow and understand. His training workshops draw upon experimental learning, emergent learning and exhilarated learning techniques. He is also known for his mischievous and entertaining sense of humor.

His linguistic abilities have been an asset to good interpersonal skills with people from all walks of life.

With his natural ability, Marsh ensures that his training is interactive, fun, and geared towards clearly defined outcomes. He is able to establish trust and rapport with his class participants throughout the training. His enthusiasm, professionalism and dynamism in his delivery have very often left a very deep impression with the participants.

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