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PJ Nisbet

Managing Partner

PJ is the Managing Partner for ValueSelling in EMEA and has worked in sales performance improvement training and consultancy for 15 years. During this time, he has trained more than 7000 people in over 35 different countries with numerous engagements in the UK, Europe and South Africa.

He works in a variety of industry sectors and companies including Absa Bank, World First, Deloitte Consulting, Georg Fischer (GF), JP Morgan, Kamstrup, Kubota, Lenovo, Legal & General, Naspers, NCR, OLX, PayU, Pure Storage, ServiceNow, T-Systems, Tanium, Tealium, Unox, VMware and many others, large and small.

Prior to training and consulting, PJ had an influential career as an entrepreneur and senior executive in organisations across many sectors. He started his working life with Shell Oil in South Africa and progressed to Sales Manager by the age of 30. He then joined his family business (an agricultural equipment manufacturing and parts wholesaler) which, over the next ten years, he built into one of the top non-listed companies in South Africa. Thereafter, he worked for the leading agricultural parts wholesalers in Europe as a Group Director with profit and loss responsibility for the UK, US and South Africa.

PJ brings a rare combination of business leadership, sales expertise, and people development skills to his clients.

He plays an active role in a variety of associations, including Toastmasters International, The Institute of Directors (IOD), the Association of Professional Sales (APS) and is currently on the organising committee of the London Chapter of the Inside Sales Association (AA-ISP).