



Frans Coenen

Associate

Frans Coenen's success in coaching sales people and consultants competing in complex selling environments makes his partnership with ValueSelling Associates a natural fit. ValueSelling Associates, Inc. is the creator of the ValueSelling Framework®, a sales methodology that provides skills and tools to support every stage of the sales process, whether it is already developed or still a work-in-progress.

Since 2004 Frans is the Founder and Managing partner of a European consultancy company. He brings to his consulting practice more than 30 years of sales and management experience. He has a passion for working in multi-cultural environments and has been involved in international projects with clients in the IT software & services, Business Consulting, Telecom, Insurance and Pharmaceutical.

Born and raised in the Netherlands, he started working at Exact Software, a Dutch ERP software provider. After 8 years of different sales responsibilities, he started an Exact Software consultancy group and a year later his group was given the award of the fastest growing Exact Software dealer.

As a true Flying Dutchman, he left the country in 1994 and joined Origin Technologies. Frans was responsible for the QAD service line in Origin México supervising business development in Mexico and Latin America. In his 3rd year his team was given the award as best Alliance Service Partner in Latin America for QAD. He later became the Country Manager for Interact Commerce Corporation in Spain, the makers of ACT! and SalesLogix.

Frans has a degree in Business Administration and attended an Executive Master program at IPADE in Mexico City as well as a PDG at the IESE Business School in Barcelona. Currently he lives near Barcelona in Spain.

Frans is fluent in English, Spanish, Dutch and German.

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