



**Being
Essential®**
Who
is
Who



Sofia Anadiotou, MBA, AICT

Sales Trainer, Consultant

About me

Sofia is an accomplished B2B Sales Enablement and Training Leader, operating at the intersection of sales, technology, and change management. With a track record on leading award-winning local and international Training Programs, mainly for commercial and customer service teams, for companies like Microsoft, PPC (ΔΕΗ), Ethniki Hellenic General Insurance Company, AMD Telecom, Softomotive, Moosend, Convert Group etc, Sofia is currently creating enablement strategies that support sustained digital & AI adoption, sales workforce transformation and upskilling.

With extensive experience in Sales & Business Development and in Training, mainly for B2B technology / software / SaaS services and tech startups with proven success, Sofia specializes in designing training programs that enable the success of cross-regional sales teams, focusing on sales skills and sales tools adoption programs.

She is also a proud member of the Audit Committee of the Sales Institute Greece, member of the Judging Committee of Sales Excellence Awards, Certified "AI in Sales" Trainer.

Education

- MBA in International Marketing | ESCM (now Excelia Group) – Graduated 2nd in class, with Distinction
- Bachelor in Philosophy–Education–Psychology | National & Kapodistrian University of Athens

Certifications & Seminars

- Certified AI Trainer
- Certified AI Sales Trainer
- Certified “Train the Trainer”
- Sandler on Sales
- Negotiations
- Telephone Sales
- Marketing and Negotiations
- Official RPA Certification
- Public Relations
- Business English

Experience

With a career that bridges Sales, Business Development and Learning & Development, Sofia has designed and led training and enablement programs for sales and customer service teams across regions, industries and organizational sizes. She brings hands-on experience from B2B SaaS, Telecommunications, eCommerce, FMCG, Insurance, Energy and Real Estate, always focusing on measurable impact in revenue growth, customer experience and digital/AI adoption.

Her work spans:

- **Sales Enablement for commercial and client facing Teams:** Creating enablement strategies across sales and customer-facing teams and designing training initiatives on topics such as B2B Sales, Digital Sales, AI in Sales, Digital Transformation, CRM platforms, Email Marketing, Messaging and Sales Engagement platforms, and RPA technology.
- **Training Programs for Large Organizations & Customer Service Teams:** Designing and delivering professional learning programs for upskilling and reskilling employees in large organizations, with a focus on soft skills and AI fundamentals for Customer Service and Sales teams in sectors such as energy and insurance, contributing to improved customer experience and commercial performance.
- **Designing Award-Winning Global Sales Training Programs:** Leading the design and implementation of comprehensive sales training programs for multinational SaaS and technology companies across three regions (EMEA, USALATAM, APAC), covering the full sales cycle (prospecting, cold calling, pitching, presentations, objection handling, negotiations, closing and upselling) and embedding frameworks such as MEDDIC/MEDDPIC for opportunity management.
- **Onboarding & Continuous Development for Multinational Sales Teams:** Creating structured onboarding journeys for new sales hires and ongoing development paths for Business Development, Sales, Account Management and Customer Success teams in multiple countries, using simulations, coaching, role plays, gamification, elearning content and knowledge bases to ensure consistent ramp-up and performance.
- **Partner Enablement & Global Expansion in SaaS:** Supporting the global expansion of SaaS platforms by designing go-to-market and enablement programs for partners and digital agencies, training them on products, sales process and best practices, and helping build sustainable sales pipelines in new markets.

Key Achievements & Recognitions

- Gold Award – Best Training & Development Program for Salespeople, Microsoft-Softomotive | Sales Excellence Awards, Athens 2020
- Silver Award – Best Customer Service Training Program for PPC (ΔΕΗ) | Education Leaders Awards, Athens 2024