



Trip Allen

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Trip Allen is founder and director at Egyii and has over 25 years of successful global sales and senior sales management experience in Fortune 500 technology companies and in the sales learning & development field.

At Egyii, Trip is the expert on what makes a great salesperson. Throughout his career he has worked with hundreds of salespeople and thousands of clients in Asia and North America and has a keen awareness of what makes them all tick.

He focuses on the key elements of the client, the attributes of great salespeople and the key differentiators- your interpersonal skills and personal relationships.

Trip is also the expert and deliverer for the Trusted Advisor and Trust-based Selling™ content.

"In both my role in marketing for Microsoft Dynamics APAC and my current role in Microsoft Services Asia, I engaged Trip and his team to support our efforts in gaining a better understanding of the markets. Trip's support, through his understanding of our business, aligning his product set with our needs and personal relationship were invaluable in the success of our business." Jennifer Renaud, Communication Manager, at Microsoft- Services Asia

"Have no fear of perfection - you'll never reach it" Salvador Dali

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