



# Anthony Joseph

---

## Senior Associate

Business Development Advisor  
Facilitator

Anthony Joseph has a passion for transforming the way professionals approach sales and business development. As a sales advisor, mentor, and coach, he specialises in a mindful and relationship-based approach, especially for people with deep domain expertise.

His career spans work with some of the world's most innovative companies—Microsoft, Amazon Web Services, and e-mobility pioneers like Better Place and Tritium.

His journey began at Microsoft, where he quickly earned the title of Salesperson of the Year, thanks to landmark deals with Telstra generating 10% of the subsidiary's revenues in his first full year. But that was just the start. He went on to establish major industry players—NAB, Coles Myer, and ANZ—as Microsoft's biggest customers in Australia, setting them up as global reference sites. Selling emerging technologies to C-suite executives sparked his passion for client-centric sales and relationship building.

At Microsoft Consulting Services, he didn't just close deals—he shaped strategy engagements that made a difference. His work at Better Place in electric vehicles and infrastructure sales expanded his expertise in new and growing industries. He helped raise the bar on AWS sales skills while deepening his understanding of sales enablement interventions at scale and what makes for successful training and coaching.

As an independent consultant, he's coached professionals to elevate their business development skills, turning challenges into opportunities.

Anthony is also a qualified teacher in the Buddhist tradition of the Dalai Lama, bringing a mindful and compassionate approach to his coaching.

### Qualifications and Accreditations

- Helping Clients Succeed
- Anecdote Story Powered Sales
- NIDA Presenting with Confidence
- ADT Sales Enablement
- Amazon Certified Cloud Practitioner
- Bachelor of Arts (Philosophy)
- IECL Level 1 Coaching Qualification