

Virtual conference. 10<sup>th</sup> November 2021

## The Art of Selling Consulting Services

# AGENDA

- 09.00 **Welcome & Order of the Day.**
- 09:15 **The Necessity of Selling When Building a Practice.**
- 10:00 **BREAK.**
- 10.15 **The Right Mindset to 'Pro-Actively Win Business'.**
- 10.45 **An Introduction to 'Your Business Development Funnel'.**
- 11:05 **BREAK.**
- 11.20 **Social Selling.**
- 12.05 **Q&A SESSIONS.**
- 12.15 **LUNCH.**
- 13:00 **Developing and Engaging with Your Network.**
- 13.30 **BREAKOUT SESSIONS.**
- 13:55 **Conducting an Effective First Meeting with a Potential New Client, Pt 1.**
- 14.25 **BREAK.**
- 14.40 **Conducting an Effective First Meeting with a Potential New Client, Pt 2.**
- 15.10 **BREAKOUT SESSIONS.**
- 15:35 **Structuring Your Day: Committing Time to Business Development Activities.**
- 16.05 **Q&A SESSIONS.**
- 16:30 **Finish & Wrap-Up.**
- 16:45 **Conference closes.**

# SPEAKERS



**Josef Dvorak** Country Manager of SBR Consulting.

13 years into a career that has involved selling, leading sales teams and developing organisations in the US and across Europe, including recruiting, training, managing, leading and motivating 277 salespeople and leaders, Josef is passionate about helping Professional Services firms and individuals grow their sales potential. As a Sales Performance Consultant, he uses his expert knowledge and experience to work closely with his clients to ensure that they have the right habits, tools and processes to

drive revenues, increase productivity and develop high performance sales cultures. Having set up the Czech branch of SBR Consulting, he specialises in winning business and designing, delivering and embedding sales and business development programmes within Professional Services and other industries.



**Paul Collins** Chairman of the Board of Directors of M&A firm, Equiteq.

Paul is the founder and former Chief Executive of WCI Group, a consulting firm that consistently appeared in the Sunday Times Fast-Track list and that Paul personally built up to over 400 consulting staff in less than a decade. As one of the few consulting firms to have achieved solid growth figures during the last downturn, Paul can give first-hand insights into the consulting sales process and how this should be adapted to address booming markets and markets in the grips of a downturn. Paul is the

Chairman of the board of directors of Equiteq Limited and advises consulting firms on how to achieve sustainable and accelerated growth in their businesses - with enhancing the sales effectiveness of firms being an important component of his work.



**Stuart Lotherington** Managing Director of SBR Consulting.

Stuart is one of 2 Managing Directors and has been in the firm for over 14 years. He is still very much involved with his clients having dedicated over 30 years to Sales Force Effectiveness and making millions of pounds of sales revenue for Consultancy & Professional Services firms. In 2019 he billed over \$1million in sales revenue alone. He shares his expertise at conferences on Professional Service strategy and execution. In his time with SBR he has been engaged in over 250 clients in this industry sector.

He has been featured in magazines such as Sales Transformation and Directors (IoD) not only for his Sales knowledge but also for his athletic prowess, having completed numerous Ironman competitions, Ultra running and cycling events. Stuart has degrees in Business Studies and Finance and has recently completed another in Psychology.

# SPEAKERS



**Jonathan Adams** Senior Consultant of SBR Consulting.

Jonny's 10-year sales career started as a graduate. He has worked in organisational growth of sales team from 10 – 100 people and has a specialism in Inside Sales. Jonny has been the senior sales lead in his previous role that led him to be a high performer in transactional and corporate sales environments. Multiple promotions led him to manage various key geographical markets, where he was responsible for £35 million turnover per annum. Further responsibilities were, in-house training, development of on-boarding programmes and coaching plans across the business. Jonny has vast knowledge of Salesforce.com implementation and utilising sales methodology and process in combination with relevant dashboards and activity tracking.



**Alan Morton** Managing Director of SBR Consulting.

Alan has personally worked with over 12,000 salespeople and 75 different organisations helping them to develop the processes and habits of high performers. 21 years into a sales career that has involved successfully selling in complex environments, leading sales teams and developing organisations in the US and across Europe, Alan is passionate about continuing to hone and develop the habits of a high performer in himself and in others. Prior to joining SBR Consulting, Alan spent 14 years working in sales and sales leadership positions and was recognised as a finalist in the National Sales Awards for Sales Trainer of the Year. Now in his thirteenth year of working with SBR Consulting he specialises in winning business and designing, delivering and embedding sales and business development programmes within professional services and consulting organisations.



**Tim Hillier** Principal Consultant of SBR Consulting.

Tim has a passion for sales that started during a University undergraduate role. He began as a B2B Telemarketing Consultant before progression to a Team Leader, managing a European sales team. Tim then went to work in B2B IT & Telecommunications organisation initially as an Account Manager and Partner (Channel) Manager. After his direct sales role, Tim managed a team of senior sales individuals directly responsible for their performance and development, including recruitment, on-boarding, training and coaching. As part of his role, Tim was also involved in defining the structure and strategic direction of the Partner sales team. As a Principal Consultant, Tim specialises in transferring this sales and leadership success, working with teams and individuals to elevate sales results through habitual change.

# SPEAKERS



**Venetia Paske** Principal Consultant of SBR Consulting.

Since starting at SBR in 2018 Venetia has worked with over 60 clients including professional services firms, who have complex and long sales cycles, with clients delivering to both the B2B and B2C environment. As well as this she has also worked considerably in technology, travel, and finance. Venetia's 12-year sales career has involved working in complex sales environments developing and leading sales teams across EMEA markets. Before her time at SBR Venetia spent 4 years in the Ivory Coast trading raw materials for what became one of the top three distributors in the region. Working across several geographies supplying multinationals for their entire West African production facilities.



**Tony Restell** Founder of Social Hire.

Expert in small business marketing, lead generation and social selling. His business Social Hire serves professional services businesses wanting to generate new consulting client leads through the effective leveraging of social selling strategies.