

## Session 3 - Winning, Keeping & Leveraging Customers - Tuesday 6<sup>th</sup> November

**Speakers:** Alan Crouch, Sales Plus Profit & Hugo Smith, Freeman Clarke

Would you like to:

- Learn how to truly fast-track your sales success
- Secure real confidence in your selling
- Shape a truly disciplined sales process & strategy
- Learn the 7 Sources of your every customer
- Master how to Win, Keep and Leverage Customers &
- Capture your complete sales, process and customer data in one single view

Then join **Alan Crouch**, Partner at Sales Plus Profit and CEO of the Business Growth School and **Hugo Smith**, Principal & IT Director of Freeman Clarke.

If you are a senior executive, business owner or entrepreneur's whose first love is not sales or selling, then **Winning, Keeping & Leveraging Customers** by Alan Crouch offers an excellent introduction to how business growth and sales transformation can be achieved, both in the short-term but also as a foundation for truly long-term too.

Then, to support business growth and sales success, Hugo Smith outlines how **Customer Relationship Management** systems are a key component of a companies' systems, where implementing a CRM system doesn't need to have a six-figure budget, but whatever the size, it needs to be implemented correctly, creating improved processes, rather than just automating poor ones.

Hugo will share experience of how to avoid an expensive CRM 'car crash' and the value of integrating CRM with other business systems to give a single view of the customer rather than another data island.

### About Alan Crouch:



An Aston MBA – Sales M&A integration specialist, Academic Fellow – Institute of Enterprise and Entrepreneurs and a Fellow – Institute of the Motor Industry, Alan's sales career started by being trained by 3M and then progressing his career from Sales Executive, Manager, Director, MD, CEO and a London-based Strategy and Sales Transformation Consultant.

Working directly with CEOs and MDs who are in pursuit of high growth and a greatly increased sales performance, Alan provides sales-orientated business & sales strategy transformation, C-Level executive coaching support and senior sales expertise.

As an integrated member of the Sales Plus Profit community engaged in both new client project development and direct project delivery, Alan brings both a foundation of sales academic and consultancy 'theory' coupled with the 'practice' and peer-to-peer respect secured from hands-on sales and leadership success.



## About Hugo Smith



Track record of IT leadership in both FTSE 100 companies, SME's and start-ups. Working at board level for over fifteen years, taking Sporting Index through several management buy-outs raising the value from £56M to £76M in 3 years.

Extensive experience in B2C and ecommerce businesses, IT architecture and delivery experience ranging from new product development to multi-£M IT system replacements. Integrating well with senior management and valuing engagement with all stakeholders and acutely customer focused.

Hugo has a passion for aligning IT with business goals and a key method is through integration between systems; typically, this will have CRM connected with analytics, ERP and management information systems.

Working with WH Marriages, Simarco, IFE Global Logistics, UIA Insurance and Ladbrook Racing are some of the names that contribute to Hugo's varied experience.

