

Mediwales Showcase

JULIE COLLINS

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Introducing.....

Collins & Collins, sales and marketing consultants

Tim →



← Julie



Specialise in face to face communication – events/
exhibitions, presentation/pitches and sales generally

Our clients?

Clever companies.....

- Digital, tech, pharma, life sciences, engineers of all sorts
- Brilliant at what they do
- But....

- Like most British companies, not great at the sales and marketing!

What does that mean?

They don't know how to do sales

They can't sort out key motivating messages to sell the business

They don't like asking for the business

Result? Frustrated and generally not as successful as they deserve to be!

So how do we help?

3 key services

- Audits
- Training and mentoring
- Hands on sales resource

Audits – half day

Presentation audit – ‘most useful 2 hours I have spent in 2016’ Kevin, Sussex Downs

Exhibition audit – ‘brilliant to work out what else we should be doing’ Astrid, Far Composites

Marketing and sales development audit – ‘gave us a process and check list, great’ Lawrence, PEV UK

Training and mentoring – half, 1 or 2 day

Do regular presentations? – skills can be taught and make a huge difference

Going to an exhibition? – train the team to increase leads and ROI

Just you? – MediWales LifeScience Academy, presentation and exhibition workshops

Non-sales people need to be more ‘salesy’ – sharpen and smarten with training

Hands on sales resource

Need extra or more experienced sales resource?

- Interim?
- Project specific? E.g. research, lead generation, event follow up
- 1 or 2 days a week?

Talk to Tim!

So are we any good?

Julie

- Strategic marketing, new product development, client services director – UB, Allied Lyons and CPB
- Innovate UK – prepared companies to pitch for investment and funding
- UKTI – over 1500 companies prepared to exhibit
- Penn Pharma and Frazer Nash Consultancy – management development programmes

More on Julie....

I get results

- Business won
- Funding/investment gained
- Promotion achieved

High levels of repeat business

And Tim....

In sales for years

Launched BETT, sold Period Home Show to EMAP and MIDI Music Show to Future Publishing

Gets results – Opened doors and increased sales for companies in Pharma, leisure and education

So our ask....

How can we work together?

- Do you have a significant presentation coming up and know you could do better?
- Do you need a sales and marketing audit or exhibition audit to make sure you are maximising opportunities?
- Do you have people who would benefit from training – presentations, exhibitions or sales?
- Do you need additional and experienced sales resource?

Come to our stand! Contact us

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@TrainPitchSell