

Speaker Profile

Iain Swanston

B2B Sales Specialist



Specialism

Iain specialises in helping businesses accelerate their sales growth and has a track record of delivering significant, sustained improvements in his client's professional sales capabilities.

With a 30 year track record, Iain's broad expertise in sales enables him to equip sales people and businesses with everything they need to deliver higher, sustainable revenues. With a broad portfolio of solutions each predicated on accurate up-front diagnosis of the challenges organisations are facing, Iain is the "Go To" guy for making sales happen. **Hence one Microsoft Business Manager described Iain as the 'Sat Nav for Sales Success'.**

Experience

After 30 years in sales, the last 10 of which were spent consulting, training and coaching, Iain has become a sought after Expert and Facilitator for Sales Change.

Iain has worked with small entrepreneurial start-ups, SME's and corporate giants such as Microsoft Corp, and is Scotland's foremost thought leader on Sales. In addition to the many Technology companies Iain works with, he also has supported businesses in Telecoms, Insurance, Financial Services, Manufacturing, Business Services, Oil & Gas. Iain also works with Scottish Enterprise and Highlands & Islands Enterprise to provide sales support to Scotland's thriving Entrepreneurial community.

Publications/Research

Iain has over 100 articles published online at www.klozers.com/blog covering Sales Strategy, Leadership, Management, Process, Channels, Social Selling, Business Development, Account Management, Negotiation Skills. and Consultative Selling skills.