

George Marcou

Business Growth Specialist - Co-Founder at

London, United Kingdom, London, GB

Business Growth Specialist

Biography

I help business owners to get the results that they want. My goal is always to improve the existing situation for a business or individual. Since 1996, I have worked for companies that depended on the achievement of ambitious levels of sales in order to survive. Consequently the roles that I have chosen have been very demanding and necessitated a very proactive approach to both the work and the knowledge required to improve the existing situation. The roles that I have held in these organisations include leading the internal accounts and operations (sometimes having to build the department from the ground up). This is how I learned what a stressed cash-flow looked like and the crippling effect it can have on a business's ability to operate. In those kinds of environments, it can be fatal if members of staff are unwilling to take on jobs beyond their experience or comfort. In 1997, I took the opportunity to add sales to my portfolio of roles, working alongside sales managers and the sales director. I learnt to pitch, formulate proposals, negotiate, calculate project costs and close sales to organisations such as the BBC, Barclays, Sky, ITV, Rolls Royce and a hundred other Blue-Chip organisations. I have taken every opportunity to expand and grow these skills ever since. Today, I am able to bring many elements into the solution. Financial management, reporting methods, sales management, applied sales methods, training existing sales teams, executive management, operational management, marketing consultancy, business development design, executive coaching and mentoring. I start with the question. 'What is it that you want to achieve?' Now think bigger and get in touch to let me know what you want to achieve today.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Professional Training and Coaching, Business Services, Management Consulting

Areas of Expertise

Sales Skills, Leadership, Business Problems and Solutions

Sample Talks

Introduction To Sales

What is the one unspoken question that you have to answer when speaking to a prospective customer in order to stand a chance of winning their business? Find out the main principles that enable you to successfully sell like a true professional What does a professional sales process look like? How many different disciplines are involved in a sales process? By the end of the course you will be able to understand the difference between good and bad sales practices. What works and why?

Event Appearances

Startup to Cash Rich in 7 Steps

City Business Library Programme of Talks

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