

Carlton Brown

Sales Architect



Sales peak performance

The health of an organisation depends on the success of the people, the teams and the leadership. If your organisation wants to grow bigger, better, faster, more effectively you'll need an expert to hone your sales strategy and help get your people running on high octane fuel.

Recent surveys show that 80% of employees are unhappy with their jobs. Another survey revealed that 51% of sales teams fail to hit their targets and that well over half the sales revenue is generated by just 20% of the sales force. What would happen if all your sales team operated at the same level as those top performers? Would success influence job satisfaction?

- ▶ Get your strategy polished
- ▶ Ignite sales motivation
- ▶ Fine-tune your team's skills

And watch the results in employee engagement and the bottom line!

Dr Carlton Brown PhD, MBA, PGDiP

Not only is Carlton a hands-on sales specialist, but he has the academic depth to support his strategies. His PhD research has created a new framework and methodology that transforms teams, mindsets and skill-sets.

Carlton's presentations share his 25 years of experience and academic learning that create winning teams. He is dynamic, energetic, pragmatic and motivational.

His focus on both sales peak performance and improving the peak performance of an organisation delivers a fresh perspective on getting high quality results.

The Sales Architect delivers:

- ▶ Inspiring and dynamic keynote presentations for sales conferences
- ▶ Sales, marketing and business strategy, planning, clarity and advice
- ▶ Bespoke methodology to help sales leaders and their teams to achieve peak performance
- ▶ Dynamic sales training and team development
- ▶ One-to-One coaching and mentoring to reinforce results.

If you are planning a re-organisation, have an underperforming sales team or have employed a number of new salespeople, Carlton will be your advisor, guide, and apply the bespoke sales architecture that ensures your business thrives.

Carlton has been and done it, this experience is priceless and getting the insider tips and guidance is fantastic. The hard part is then implementing it. What Carlton does is make it simple and less scary, making sure the sales process is well thought through and a strategy is in place.

Ricky Kothari, Stickology

I heartily recommend Dr Brown for his ability to take relatively complex material and present it in an engaging and accessible manner.

Geoff Hill, Redbridge Chamber of Commerce

Carlton is one of those rare people who always buzzes with enthusiasm and energy. He is highly professional and excels at everything he does. His breadth of knowledge from being a superb salesperson to running companies - combined with academic qualification - make him an asset to any businesses that need help to grow.

Suzi Christie, Blueberry Public Relations

**Inspiration,
Dedication and
Communication**

For more information

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