



Staying in the Helicopter® Masterclass Series

## Sparkling Sales - in good times or bad

**“Most Sales & Marketing Managers focus on the wrong things”**

In these new times we are in it's having a high quality of thinking about the fundamentals of your business that can pay dividends and it's focussing on the basics that's the secret of success for winning companies

This Masterclass will help you to a higher level of thinking about your market and your customers.

This Masterclass will show you how to double sales - but in a way you will not have seen before.

This Masterclass allow you to properly evaluate your marketing and sales professionals at every level.

This Masterclass WILL result in your sales growth moving to a new level.

Here is the opportunity for you to take a look at your Sales & Marketing activities from the Helicopter like never before.

### **What makes the programme unique**

This Masterclass doesn't just make sales people think again about how they can effectively do their job but maybe more importantly Sales Managers, Directors, VPs and business leaders also.

The business of growing sales has changed but remains fundamentally simple.

You will think differently about how to gain and grow sales - how to gain and grow customers and how to really really manage sales people effectively. It will turn some of your preconceptions on their head.

No business speak, no academic theories but proven effective common sense.

Packed with the lessons from international research, group discussions, team sharing, proven real world strategies, practical business models, relevant stories and simple techniques, this Masterclass has been carefully structured to ensure there is real action learning - practical and effective. You will find this experience insightful & invaluable.

**More than 20,000 Business Leaders and others have gone through Roger's workshops and Masterclasses and achieved transformational growth in both revenues and profits using the secrets and tools learned at the programme.**

## **What people say:**

**Roger is quite simply brilliant. Amusing, professional, personable, but most importantly very knowledgeable about the imperatives of running a business. His 'Staying in the Helicopter' philosophy has received widespread acclaim wherever and whenever I have seen it presented. Highly regarded by all who know him.**

John Bycroft, Managing Director, Aorta Sales Limited

**Thanks for yesterday, simply brilliant, in all meanings of the word!**

Sean Whitfield, Sales Director, Adams Foods Limited

**It was great to hear your take on things.**

**I am always amazed by how simple the message is and yet how little it can sometimes resonate with people.**

**It was a very enlightening morning.**

Colette Baini, Director, The Conference Room, Australia

**The workshop was really good - Roger is particularly skilled at asking the right questions to make you find the answers to move forward yourselves as opposed to telling you what to do. He is a perceptive man who is clearly skilled in motivating and getting the best out of people. It is refreshing to see the train of thought his influence has provoked company wide.**

Caroline Singleton, Sales Representative, Thomas Graham & Sons Limited

**The vast experience that you possess was clearly evident from the ease at which you had information and details at your fingertips. The motivational and entertaining elements complimented your presentation!**

Peter.F.Adam, Group Marketing Manager, Republic Bank, Trinidad

**Thanks for a great session. Your insight to the subject of sales and sales management was very welcome and really challenged my sales management thinking!**

Gavin Mitchell, Sales & Marketing Director, BCF Technology Ltd

**Engrossing, stimulating and thought provoking. People from all walks of life, not just the corporate sector, should hear you speak**

Dr Usha Dar, Director, World Environmental Foundation, New Delhi

## About Roger

**Roger Harrop BSc(Hons)., CEng., FIMechE., FCIM., FInstIB., FPSA., PSAE , CSPGlobal**

Roger Harrop has spent over 25 years leading international business at the highest level, ultimately a plc, putting him in a unique position to deal with contemporary business challenges.

He is an, Oxford, UK based, international motivational business growth speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter® programs. Over 20,000 CEOs, business leaders and others have achieved transformational change through his thought provoking and entertaining talks laced with real-life stories, anecdotes and humour.

Roger is also an author, business advisor, mentor, consultant and independent director focused on business development, growth and success.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from high tech manufactured products through basic commodities, to people based services businesses and not-for-profit organizations

Roger spent seven years as Group Chief Executive of a FTSE quoted, high tech industrial instrumentation group with 12 operations over four continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the US Forbes magazine as one of the top 100 overseas companies and has been used as a benchmark case study by two business schools on culture change and business re-engineering.

He has run businesses for major multi-national corporations and has been a tutor with one of the leading leadership and teambuilding programs for over 25 years.

He is ranked in the top 10 of business management speakers worldwide, a winner of the prestigious Professional Speaking Award of Excellence and is a twice Speaker of the Year with The Academy for Chief Executives and a Liveryman with The Worshipful Company of Marketors.



### ROGER HARROP

Business Expert  
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“Ranked in the top 10 Management & Strategy Speakers Worldwide”

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