

Phil Sayers

Farnham, Surrey, GU9 7GN

Mobile : +44 (0) 7776 203 431

E-mail : phil@protensd.co.uk

An experienced Sales and Business Leader with a successful track record in IT software, hardware and telecommunications.

Offers a wealth of experience in building businesses from start-up or from early stage, selling, recruiting and managing sales teams and building effective sales channels throughout the UK, Europe, Middle East, Africa, the US and Asia Pac, together with a broad appreciation of all business disciplines including holding full P&L responsibility.

Key Achievements

1. Helped multiple SMEs and Accounting firms improve sales results and build more effective businesses
2. Increased booked revenues at Clear Books by 25% over 2 years
3. Increased International division revenues at Vocality International by 100% (£4m to £8m) over 4 years
4. Increased export revenues at Vocality International by 650% (£600k to £4.5m) over 4 years
5. Increased revenues at Quantum Marketing by 42% (\$5.3m to \$7.5m) over 12 months
6. Led strategic review and development of 3-year plan at Scapa Technologies, providing the board with a solid platform on which to develop the business.

Professional Experience

August 2018 – Present

**Proten Sales Development Ltd
Founder**

Proten Sales Development helps SMEs and Accounting firms sell more, sell more often and build better businesses. We provide sales training and business coaching on a 1-2-1 basis or in groups.

I've run and guested on numerous webinar events and podcasts and am an active public speaker.

July 2016 – May 2018

**Clear Books plc
Sales & Marketing Director & Interim CEO**

Clear Books is a UK provider of SAAS Accounting and Payroll software for small businesses, operating in an intensely competitive market. Subscriptions are sold direct to SME's and via Accountancy practices.

- Generated 25% booked revenue growth over 2 year period.
- Recruited a new sales team and implemented effective sales strategy and processes to drive incremental revenue via Accountancy practices
- Defined the strategic direction of the business, including building strategic partnerships
- Launched two new products targeting new markets
- Acting CEO for six months following the departure of the founder.
- General Council member of BASDA (Business Application Software Developers Association)

May 2011 – May 2016**Vocality International Ltd
VP Sales, UK & International**

Vocality International Ltd (since acquired by Cubic Corporation in Nov 2016) was a UK based, £8m turnover privately owned supplier of proprietary software, network routers and switches that optimise the bandwidth usage and transmission quality of low bandwidth communications links, especially satellite. Key markets include Military, Government, Emergency Services, Disaster Relief, Broadcasting, Oil & Gas, Maritime and Mining.

- Responsible for managing all customer facing functions including sales, pre-sales, support and training across UK, Europe, Middle East, Africa and Asia Pac, including some personal sales responsibilities.
- Generated 100% revenue growth over 4 year period.
- Increased export sales from 19% of total revenues to 48%, reducing historic over reliance on a limited UK customer base.
- Built relationships with strategic partners across Europe, Middle East, Africa, and Asia Pac.
- Personal responsibility for a number of strategic accounts and partners.
- Key involvement with developing strategic direction of the business.
- Exited underperforming sales team and recruited effective sales and pre-sales teams.

September 2010 – August 2012**Scapa Technologies Ltd - Non- Exec Chairman
(part time)**

Scapa Technologies is a UK based, VC backed, £2m turnover software vendor selling a Load Testing Tool primarily focussed on Citrix, VMware, RDP and http technologies.

- Part time role providing strategic guidance and mentoring to the Board, with a specific focus on growth and building shareholder value.
- Strategic reviews and 3-year plan completed, providing the board with a solid platform on which to develop the business.

November 2009 – December 2010**Quantum Marketing Ltd - Head of Sales**

Quantum Marketing is an £8m turnover, international B2B telemarketing company based in Reading providing business development and lead generation services to Tier 1 vendors in the global IT and Telecoms sectors

- Built an effective sales team consisting of 3 Sales Managers, 11 Account Managers and 8 inside sales reps.
- Personal involvement in developing and closing major new sales opportunities with Dell, Cisco, Avaya, Oracle and Tata Consultancy Services.
- Improved forecast accuracy from 65% to 90% within the first three months.
- Delivered year on year revenue growth of 43%.

March 2007- November 2009**Compuware Inc. - Regional Sales Director**

Compuware was a \$1b turnover US based Software Company, supplying IT Service Management, Business Service Management, Quality Assurance & Testing Tools, IT Portfolio Management and Mainframe Management Tools to the Enterprise and Public Sector markets worldwide.

- Managing a team of 1 Sales Manager and 12 Account Managers, selling into the UK market.
- Developed effective sales strategies to build new revenue streams into a range of vertical markets including Government, Telco, Utilities, Media, Leisure, Travel, Transport, Logistics and Manufacturing.
- Transformed an underperforming sales team into a motivated and over achieving team in the first 12 months.
- Increased revenue from £2.8m (41% of target) to £5.1m (106% of target) in first 12 months, and to £8.1m (102% of target) in second year.
- Personal involvement in larger sales, particularly at final negotiation stage. Key deals included Jaguar Land Rover £900k, NHS £1.2m and MOD £1.4m

November 2001 - February 2007**Scapa Technologies Ltd - VP of Sales**

Scapa Technologies is a UK based, VC backed, £2m turnover software vendor selling a Load Testing Tool primarily focussed on Citrix, VMware, RDP and http technologies.

- Board level role responsible for all sales, pre-sales, post-sales consulting and marketing activities, sales strategy and management.
- Built an indirect, two tier sales channel consisting of 20 partners from scratch covering Western Europe, USA and Australia, consistently growing revenues by 50% per annum over 5 years.
- Developed commercial relationships with major Systems Integrators (especially IBM Software, IBM Global Services, CSC, and HP Services).
- Managing a team of 4 Account Managers, 1 Marketing Manager and 5 Technical Consultants.
- Personal key sales successes include Deutsche Bank Germany (£80k), Unilever (£80k) Reuters (£65k), Barclays Bank (£100k), Cerner (£120k), Scottish Water (£80k), CSC (£200k), Standard Life (£60k), NHS24 (£70k) Telenor (£60k) and Manchester City Council (£80k).

April 2000 – November 2001**Empirix Inc - Channel Manager EMEA**

Empirix (since acquired by Oracle) was a \$40m turnover, VC backed software vendor selling a suite of functional testing, load testing & IT performance monitoring tools for web based applications to the Enterprise market worldwide. I was recruited as the fourth employee in EMEA and was based in the EMEA HQ in Bracknell.

- Built an indirect sales channel of 25 partners from scratch covering the whole of Western Europe generating revenues of £1m p.a. in 2 years.
- Recruited and managed a team of 2 Account Managers & 2 Telesales Executives.
- Personal key sales successes include Airtours (£80k) and William Hill (£220k).

June 1998 – April 2000**Tetra plc - Business Development Manager**

Tetra (subsequently acquired by Sage) was a £30m turnover, UK based vendor of ERP solutions for the global mid market. This role was based out of the worldwide HQ in Maidenhead.

- Recruited 12 new resellers and generated incremental revenues of £1m in under 2 years.
- Recruited and managed a team of 2 external and 1 internal Account Managers.

February 1992 – June 1998**Money Management Systems Ltd - Managing Director**

I originally set up Money Management Systems as a book-keeping and payroll bureau service, but rapidly added Sage training services and became a fully accredited Sage Reseller within 18 months. Turnover peaked @ £1m p.a. with 8 employees. As the principal of one of the fastest growing Sage resellers in the UK, I was invited by Sage to sit on the UK Reseller Advisory Board.

- Selling packaged and bespoke accounting and payroll software (Sage) to SME's.
- Implemented new systems for customers in the UK, US and Mexico.
- General Management of the business but with specific responsibility for Sales & Marketing, Finance, Project Management and staff development.

October 1986 – February 1992**GKN Chep Ltd - National Account Manager****March 1984 – October 1986****Encon Insulation Ltd - Sales Manager****June 1982 – March 1984****Cape Insulation Ltd - Marketing Assistant**

Education

1979 – 1982

Stirling University - B.A Economics
Subsidiary subjects included Accountancy, Marketing & Business Law

1971–1979

Kings School Macclesfield
8 O Levels including English & Maths
4 A Levels - Business Studies, Maths, English Literature, General Studies.

Interests

Music (I play several instruments), reading, running, supporting London Irish Rugby Club.