

Chris Wilson - Sales Enablement Expert

Knowing when to walk away from a deal you are never going to win and doing everything better than the competition to win the deals you can is what Chris is all about

Chris is an award winning sales professional having performed many of the key sales pursuit roles including subject matter expert (ICT), solution architect, bid manager, proposal manager, sales executive, sales director, and head of business unit. In addition, he has a successful track record in account management and business development. All of this is combined with spells on the other side of the fence in procurement giving him a rounded view of what it takes to secure a deal.

He has experience in many industry sectors, especially technology, public sector, military, finance, manufacturing, construction, and retail where he has helped companies to secure contracts around the world with a total value in excess of £15bn including some landmark ICT contracts with General Motors, HMRC, MoD, Xerox, and Eastman Kodak.

Following a successful 21 year career with Electronic Data Systems (EDS), where he rose from being a Network Engineer to running multiple business divisions, in 2006 Chris became a frontline sales executive at EzGov (now CACI) where he achieved an average of 125% of sales targets over a 5 year period.

Becoming a Managing Partner at Practical Sales Processes (PSP) in 2012, Chris has been instrumental in effecting enterprise-wide sales transformation programmes resulting in record sales, increased win ratios, and at the same time reducing costs.

Alongside these large scale transformational projects, he has worked with large corporations, such as Samsung Electronics and HP, and much smaller companies down to just a handful of staff to improve aspects of their sales operations, whether it's choosing which deals to pursue (qualification), developing a winning sales strategy, creating compelling value propositions, building effective close plans, reviewing proposals, or finding out exactly why you won or lost a contract and what you can learn from it (Win/Loss Reviews).

Chris also has a wealth of experience in Account Management and advising customers on how to retain and grow profitable relationships with their clients through delivery excellence, executive customer satisfaction programmes, and competitive immunity based on rigorous contract renewal strategies and processes.

Experience and Results include:

- Frontline sales leadership with sales target achievement substantially in excess of 100%
- Sales support for key contracts with HSBC, Eastman Kodak, General Motors, Xerox, BT, numerous central government departments and agencies, City of Edinburgh Council, Unilever, Metropolitan Police and many more
- Sales transformation programme at Xchanging (now part of DXC Technology) resulting in an increase of 60% in sales, 30% improvement in win ratios, and a reduction of over 10% in sales costs
- Multiple winner of the EDS Inner Circle award for sales achievement
- Industry sector leadership for Transportation across multiple contracts in the UK, meeting or exceeding all targets and responsible for over 300 people
- Enterprise Solution Architect, Stakeholder Management, and Partner Management (procurement and collaboration) securing a landmark ICT contract worth over £4.5bn (MoD DII)
- Divisional business leader successfully running multiple accounts on a contract worth over £300 per annum (HMRC) and achieving customer satisfaction rating improvement from 3.4 to 6.2 (scale of 1-7)