

John Sharples, Business & Sales Operations Leader

More than 35 years' hands on experience developing and selling propositions from concept to delivery in roles ranging from Sales Executive to Managing Director delivering revenue in excess of £6.0 billion

An award-winning business leader with 35 years' experience of Sales and Business Leadership delivering substantial revenue, profit and cost base improvements. Co-founder of Practical Sales Processes, sales enablement specialists, focused on delivering world class sales operations resulting in substantial win rate improvements.

Having held roles from Sales Executive to Managing Director across both SME and large corporate sectors John has the experience of leading business and sales operations improvement programmes that deliver successful, sustainable business outcomes.

In 2012 John was awarded the Strategic Mentors "Business Person of the Year" award at the West Oxfordshire Business Awards for his success in an SME business turnaround.

In 2010 John co-founded Practical Sales Processes. Focusing on helping clients create world class sales enablement processes which deliver increased revenue and profit the business has recently developed the DealGym, a unique sales opportunity qualification process supported by an online application that enables sales teams to craft winning strategies by focusing on their clients' needs and aligning their sales strategies accordingly.

Profile

Experience includes:

- Business Leadership. Including strategy creation, implementation and management of relationships with shareholders, banks and business partners
- Organisation planning and re-structuring.
- Business Management including full P&L responsibility for multi-million £££ direct and indirect budgets
- Sales operations planning and re-structuring
- Sales and business operations change management roles leading global multi-disciplined specialists
- Contract Negotiation. Experienced leader, negotiating and winning complex services contracts across Europe
- Extensive sales and sales leadership experience. Leading sales pursuit teams in product, software, services and outsourcing
- Management of Bid and Pursuit teams in development of compelling, value driven propositions
- Extensive experience in Services and Outsourcing industry

Results include:

- Responsible for leading an SME turnaround. Following initial success in stabilising the business substantial profit and revenue increases were achieved. An investment program focused on new products, market awareness and a refreshed export strategy ensured the company were well positioned for further growth. Results included:
 - 38% Revenue increase
 - 11-fold profit increase
 - 23% decrease on manufacture and production costs

As a result of this success I was awarded the Strategic Mentors "Business Person of the Year" award at the West Oxfordshire Business Awards 2012.

- Led sales enablement teams to contract wins > £6 billion.
- 100%-win rate improvement over an 18-month period, 35% sales enablement cost reduction over same period