



2025 PROSPECTUS



**EMPOWERING LEADERSHIP,
ELEVATING SALES.**



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OVERVIEW



The Power of Effective Leadership

75% of high-performing sales teams attribute their success to effective leadership.

(Source: Harvard Business School)

Leadership within a sales organisation isn't just a role; it's the greatest competitive advantage a business can harness. Companies that excel with their leadership and management significantly enhance their chances of becoming high-performing sales organisations.

What Sets Top Sales Leaders Apart?

Exceptional sales leaders achieve more than just meeting targets—they inspire their teams to consistently exceed expectations. They excel at:

- **Maximising Individual Potential:** Unlocking the strengths of each team member.
- **Driving Strategic Vision:** Aligning day-to-day actions with long-term goals to deliver impactful results.
- **Fostering a High-Performance Culture:** Setting and maintaining high standards across every aspect of sales operations.

Together, we can unlock your organisations full potential by empowering leadership and building a sales culture that consistently delivers exceptional results.

ABOUT ME



With over 14 years of experience driving growth and performance in the recruitment industry, which includes 10 years of leading teams, I have a proven track record of building, scaling and leading high-performing sales teams.

My career spans both dynamic owner-led businesses and established mid-sized organisations, equipping me with the expertise to deliver tailored solutions that deliver measurable results.

Having successfully led Contract and Permanent recruitment teams across the UK, EMEA, and US, I specialise in crafting and implementing strategies that drive revenue, improve team productivity, and enhance ROI.

My passion—and what I consider my ‘superpower’—lies in developing sales leaders to achieve their full potential. By empowering leadership teams, I help businesses unlock greater productivity and achieve outstanding results through their sales teams.

If you’re ready to transform your sales leadership and achieve sustainable growth, let’s work together to make it happen.

SERVICES



Interim Leadership Positions

Working 'in' businesses as Interim Sales Director or Managing Director with a specific mission to achieve, on behalf of the business leaders and executives. I would commit to spending certain days per week in the business to achieve the objectives set upon me.



Strategic Business Advisory

Supporting and coaching business leaders to develop sales strategies in line with their vision, and to execute plans in order to achieve their growth ambitions. There would also be an opportunity to host Quarterly Strategy Days, with follow up sessions also available. I would commit to spending certain days per month with the business leaders, to set executive objectives and hold business leaders accountable.

SERVICES



121 Coaching

Developing Sales Team Leaders, Sales Managers, Sales Directors and any future stars, on behalf of the business leaders. I will provide specific resources and build processes to ensure that sales revenue is driven and ROI is tangible, but with the softer leadership skills also being developed. I would commit to weekly or fortnightly sessions.

'Excelling in Sales Leadership' Program

This program would be an intense 5 day course (split over 3 weeks), designed to provide Sales Team Leaders, Sales Managers, Sales Directors and any future stars the theory, philosophy and skills to be a hugely effective leader. This program covers:

- Basic Fundamentals of Managing
- Building Winning Teams
- Culture
- Coaching
- Personal Effectiveness



PRICING



Interim Leadership Positions

Priced at £1,000 per day, or a fixed price agreed based on achieving certain business objectives.

Strategic Business Advisory

Priced at £1,000 per day, or £800 per day if my services are retained for a period of 6 months (min 2 days per month).

121 Coaching

Priced at £1,000 per day, or £800 per day if my services are retained for a period of 6 months (min 2 days per month). Alternatively, you can purchase 6 individual sessions for £1,500.

'Excelling in Sales Leadership' Program

Priced at £7,500, including the full day follow up with all individual attendees and business leaders.

**Additional Expenses may be incurred*

CONTACT



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