



## INTRODUCING Ivan Vickers

A Japanese proverb says: “One evening’s conversation with a superior man is better than ten years of study.”

It is this wisdom that drives Ivan to network with and makes himself a student of people who excel in their fields, and has given him a solid knowledge of a wide spectrum of subjects, from which all his clients benefit.

Ivan is an experienced marketing and management professional, with an enthusiastic and energetic approach to achieving excellence. His demonstrable skills encompass: business insight and strategy, unique problem solving abilities; business and priority planning; sales support; product, process and contractual analysis and channel management. He has multi faceted business experience and is able to inspire, and communicate complex issues clearly, ensuring that positive action and results are achieved at all levels of an organisation.

Some of Ivan’s selected achievements include:

- **Created new market for existing offer.** Analysed needs of building controls sector and conceived innovative solution to resolve costly problems and streamlined implementation. Formulated business plan for 8% growth. Pioneered sales leading to the creation of a new sales team of 10 people and increased turnover, with 17% increase in cross selling.
- **Formulated vertical business strategies.** Analysed market, determined profitable segments and researched needs of each segment. Generated sales arguments and customer targets. Increased sales 9% with streamlined commercial team and collaboration with system integrators. Successfully targeted new customers and improved customer satisfaction 12%

As a result of working with Ivan, many businesses have successfully grown and generated the profits they planned for.

Ivan is a family man who enjoys spending time with his wife and fabulous children.

*“My profit is what my turnover used to be”*

Helen Quinney  
MD Reflekt Cleaning

*“A wealth of experience...lasting and effective changes”*

Nigel Reynolds  
Principle at Reynolds & Co

*“What a difference...better focus and more profitable”*

Jackie Doxey  
Independent Mortgage Advisor

69 Anchorway Road  
Coventry  
West Midlands  
CV3 6JH

Tel: 02476 415 731  
Mob: 07900 235 144

✉ [ivanvickers@tbslocal.co.uk](mailto:ivanvickers@tbslocal.co.uk)