



Biog – Clifford Thomas - FinstSMM



Clifford has over 25 years experience working within Sales and Marketing. Formerly Sales Director of IMS Telecom PLC Clifford is now the owner and Managing Director of the Business Development Consultancy, one of the South East's largest sales consultancies, which over the last ten years has assisted business owners close the SME Sales Gap.

Creator of the unique Intelligent Selling an approach which assists business owners meet business challenges such as:

- Not having enough time to win new business
- Over reliance on a few large customers
- Not having the resources to develop a sales pipeline
- No sales plan or strategy
- Finding it difficult to explain clearly what it is they do
- No Tangible USP's or communication of them
- Inefficiency of stop/go sales efforts

Further information about Clifford and BDC can be found at www.winmorebusiness.co.uk

Case studies can be found using the link below:
http://www.winmorebusiness.co.uk/case_studies.htm