



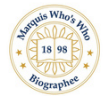
IAN RICHARDSON

GO TO MARKET STRATEGY
STRATEGIC PLANNING
ENTREPRENEURSHIP
SALES PROCESS
TEAM ALIGNMENT
MARKET VALIDATION
BUSINESS IMPROVEMENT
CONSULTATIVE SALES SKILLSET

Book Ian: speaker@foxcrowgroup.com

<https://foxcrowgroup.com>

Notable Awards:



Speaker Bio:

I help Entrepreneurs scale and sell their business.

When your business isn't "performing" as expected, it is frustrating AND scary. You experience problems like:

- Lack of revenue growth (How can I get to retirement and pay for college?)
- Missed deadlines for projects (We're going to lose this account, how can I pay the bills?)
- Team members who are struggling to communicate (Why can't my team get along? Why are my customers so upset?)
- Customer loss and dissatisfaction (How am I going to keep the door open?)

These suck. I get it. I've been there. It's the tip of the iceberg too. Business performance IS in reach.

Performance starts with alignment.

Alignment starts with vision and values.

Pair alignment with communication and leadership development. You get rocket-fuel.

Spoiler: People pay extra for business rocket fuel.

Bonus: Your customers & team will both be happier. More rocketfuel. That means more \$.

Over the course of my career:

- I've built two businesses.
- Acquired two more.
- Sold all of them successfully.

I formed Fox & Crow group to help other entrepreneurs get to the closing table. I love the closing table. It's awesome.

I don't promise silver bullets or snake oil. There is no magic. I use a process.

This is going to be hard work. You have to do the work.

I'll help you along, all the way to the closing table, and open the door for you to the rest of your life.

Great success begins with great process. Mine begins with you.

FOX & CROW GROUP

IAN RICHARDSON: SPEAKER ABSTRACTS

Distractions are killing your business' potential

Distractions are toxic to business. One of the most insidious distractions is the interruption. Well intentioned questions, "can I get your opinions", or "mother, may I" questions end up killing leadership and higher-level employee productivity. When truly uncontrolled, even front-line staff become less productive from peer-to-peer distraction and interruption.

While many successful companies have their mission, vision, and core values defined, these concepts are simply stored in a document which has little impact on the company. This session will help you turn these vague ideas into rocket fuel for your business. Used correctly, these tools will help remove distractions, drive your marketing efforts, and can even turn your team into decision making experts. You'll leave with a concrete worksheet that will allow your team to make the same decisions that you would make – without them asking for your direction.

Referral Generation: Avoiding Peaks and Valleys in Your Sales Funnel

Every business owner prefers a referral to a cold lead. Referrals have a basis of trust and understanding that makes the sales process simpler to execute and winning easier to achieve. Referrals can't be generated intentionally however, right? Wrong! Learn how to structure an intentional referral generation pipeline from your existing clients while minimizing the risk of client churn.

The Power of Perspective: How to make plans that lead to better outcomes.

Too often, entrepreneurs will dive into creating a plan or taking actions without getting the lay of the land. This act first and fast can lead to unexpected consequences or poor results. Find out how a simple tool can help you gather valuable perspectives from your team, your clients, and your partners to improve your understanding of what is happening in your business. Use that understanding to create actionable plans to solve problems while preserving what is working well.

Get control of your calendar: Time Management that works

How many times do you find yourself saying "I don't have the time?" How often do you hear the same statement from your leaders, managers, and team members?

Time management is a key skillset that doesn't get trained in school, and is far from natural for most people.

Learn a repeatable process that works, along with the tools needed to run it by attending this workshop. Take control of your time, its the one resource you can't buy more of.

Stop losing deals: Opportunities are won during discovery

Too often we hear our sales professionals (or the voice in our head) saying "if I only had x tool, or talked about y better, we would have won that deal."

The truth of the matter is that by talking more than listening, you lost the opportunity before you ever presented your proposal.

Your competition isn't "better" than you. You don't need a new tool, or fancy slide deck, or some other nonsense.

All you need to do is understand your prospect's pain, as well as hear what they want for the future, and then articulate how you can help them get there.

Learn how to properly perform a consultative discovery that leads to better close rates and higher growth for your organization.

Rates and Requirements

Ian is available for in-person speaking engagements and online events.

All topics below can be condensed, expanded or customized based on event needs and audience. Requests for custom keynotes, breakouts and workshops are always welcome with notice. Invitations to present live or virtually on panels, breakouts, workshops and keynotes are welcome. Speaker fees are negotiable based on adjacent marketing opportunities, event location, and event type.