

Session Title: Winning Profitable B2B Deals

Speakers

RICHARD BROOKS, Chief Executive Officer

Company

K International

Presentation Description

The discipline of gaining repeat business from international accounts is a very profitable but strenuous activity. It is centered around the challenge of winning, retaining and developing business relationships between your company and its customers. Value created is often co-created in this crucible of innovation and if managed correctly can help you protect and grow strategic positions within accounts. This is of particular importance at the moment as your company's ability to maximize the value it offers its existing customers (and understand how to communicate it) will have a direct correlation to the ability to survive a recession.

In this talk I will introduce you to the concept of Key Account Management and Account Based Marketing. Putting the customer at the centre of your marketing plans will help you to navigate the economic storm and develop your own company to best spot new opportunities.



Speaker Bio:

Richard Brooks is the CEO of Language Service Provider [K International](#). He holds a triple certified MBA from Cranfield School of Management majoring in economics and finance. He has completed and contributed to numerous educational programs Worldwide and co-written several publications on topics of interest. Having spent 25 years in the language industry he is currently serving as an executive board member for European Language Industry Association and is a former executive board member for the ALC.

Outside of the language industry Richard is an active investor in several technology and green startups and an active participant in various academic societies on the topic of B2B sales and marketing.