

COLIN WATKINSON

Principle Consultant

My significant Sales and Marketing experience covers a range of markets and applications.

Successes include: -

Sales Agencies with three major companies within the Home Improvements Industry:

I developed a customer centric strategy which increased the customer base, rectified an outdated industry approach and improved efficiency in a fragmented marketplace. This approach dramatically increased sales revenues: -

100% in two years at company one (1997 - 1999)

300% in three years at company two (2000 – 2003)

500% in thirteen years at company three (2004 – 2017)

In the Food Industry I developed and implemented Sales/Marketing Strategies for Major Bakery and Grocery multiple accounts. This resulted in product listings for specialist Bakery and Dairy products with Sainsbury, Gateway, Keymarket, and RHM and major promotional activity with all major Grocery Multiples and Allied Bakeries. (1981 – 1989)

For six years I was responsible for the Sales/Marketing function of a major flour mill which was a self-devolved profit centre within the Spillers Group. (1989 – 1995)

I led a team which produced a 12% increase in National Account business and increased market share by maintaining sales volumes in the private sector that was declining by 10% p.a. whilst increasing profitability by £ 200 K.

This was achieved in a hugely competitive marketplace by identifying the customer base, maximising customer service, professionalising the field operation, and tightening credit control, whilst improving internal communication and concentrating on production techniques.