

<p>NAME: Frank Dold</p>
<p>KEY POSITIONS HELD</p> <ul style="list-style-type: none"> • Executive Director, Sales and Marketing, for Canada Life, Ireland. • General Manager of Canada Life Financial Division with full responsibility for the operational division of 40 Staff, 250 Agents and a turnover of €45m. • Regional Sales Manager and Sales Manager for Abbey Life Ireland. • Partner in Focus Business Advisers Ltd (FBA), providing sales expertise.
<p>KEY ACHIEVEMENTS</p> <ul style="list-style-type: none"> • Increased sales in a division of a multinational company by 45 % over 3 years while reducing costs by 30% over the same period. • Developed, introduced and managed a niche product, which was sold by a small highly trained sales team that accounted for 30% of turnover for a company 3 years after the initial launch. • Member of a senior management team responsible for the successful merger of two large sales forces • Developed a telesales centre to provide both inbound and outbound sales and service to existing customers. Expanded the centre to provide a cost effective sales channel for new business in low margin products. • Developed alliances to expand product range for distribution through existing network. • Improved sales performance for FBA clients, in some cases by 100% plus quarter on quarter.
<p>KEY SKILLS</p> <ul style="list-style-type: none"> • Sales and negotiation skills. • Recruitment and selection of highly compatible sales people. • Motivation of personnel to maximise their sales performance. • Planning, developing and implementing sales processes. • Evaluating company and individual sales performance. • Training and mentoring sales directors, managers and people. • Using customer relationship management (CRM) systems to improve performance.
<p>FUNCTIONAL EXPERIENCE</p> <ul style="list-style-type: none"> • General Management Including strategic planning, alliance negotiations and relations, compliance, procedure development and cost control • Sales & Marketing Eight years experience of person-to-person sales. Over twenty years of sales management at all levels. Ten years experience of sales process development and implementation for both large and small organisations • Recruitment and Selection. Trained in and for over twenty years practising a methodology that identifies highly compatible sales people, establishes them in the role and ensures continuous peak sales performance.

SECTOR EXPERIENCE

Some examples.

- **SME Retail**

Altered existing reactive process to include proactive direct marketing and outbound sales calls. Retrained staff in activity management using CRM systems in order to identify cross-selling and up-selling opportunities.

This business is performing in the top quartile of its highly competitive retail sector.

- **Business-to-Business sales.**

Set up a new sales process including an in-house sales support unit, CRM system and lead generation. Evaluated strengths of existing sales team, recruiting and establishing compatible sales people; conducted sales training and mentored the sales director. Performance management and performance review structures were also introduced.

This business enjoyed record sales in quarter four, 2008.

- **Financial Services**

Turned around a mortgage brokerage, where business had dropped by 70% due to the Credit Crunch and recession, by cross-selling other financial products to the client base.

Together with the Managing Director new objectives and targets were set and all the sales team were evaluated to identify their sales strengths. Some of the team members were retrained and a few unfortunately had to be laid off.

Phase one of this project has been completed and the business is now in a breakeven situation

MULTINATIONAL ORGANISATION EXPERIENCE

- **Canada Life Assurance Co Ltd.**

Involved in the development of the European Division in the Irish Financial Services Centre, Dublin

QUALIFICATIONS

- Master of Business Administration (MBA) Brooks College, Oxford.
- Qualified Financial Adviser (QFA) Insurance Institute of Ireland
- Associate of the Life Insurance Association by Diploma (ALIA Dip). A life assurance industry qualification that requires you to complete continuing professional development each year.
- Diploma in Coaching and Mentoring Practice from the International College of Coaching and Mentoring
- Agency Management Training Certificate from the Life Insurance Market Research Association