



## Ian Cooper

Author of *The Financial Times Guide To Business Development*



CSA Celebrity Speakers Ltd

Ian Cooper is a consultant and leading international authority on business development for professional firms and service sector businesses. He is also the author of the *Financial Times Guide to Business Development: 'How To Win Profitable Customers and Clients'*. His other recent books 'Just Ask' and 'How To Be A Time Master', which have been published in 12 languages and over 35 countries have established him as an influential and leading international authority on business development and success.

**Described as a 'serial achiever' and an 'ideas factory'**

### In detail

As a business development and success consultant, Ian has advised and helped hundreds of organizations in multiple sectors with a particular specialisation in showing firms how to convert more of their leads, enquiries and opportunities into profitable business and on how to build stronger relationships with customers and clients. He was the creator and founder of one of the largest international legal networks in the world, which he ran for 11 years before selling the organisation. His work as a consumer and customer affairs expert, author, consultant and 'champion' followed his very successful book 'Which? Way To Complain' for the Consumers' Association.

### What he offers you

Ian's contribution is always practical and commercial and tailored to creating a positive effect on an organization's 'bottom line'. Whether he is speaking on business development success strategies, better questioning techniques, how to leverage and convert more opportunities for business into profit, or the art of conversation in business you will always experience his focus on giving you a significant return on your investment in having him speak.

### How he presents

Ian has a lively, pragmatic, observational, down to earth and anecdotal style. He has a rare gift to be able to break down the complex into simple steps and make them sound interesting and engaging.

### Topics

Business Development  
Converting Enquiries into Profitable Business  
Professional / Legal Services Business Development  
The Art of Asking for What You Want  
The Art of Conversation in Business and Life  
Sales and Marketing  
Customer Service  
Time Control and Management

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2012

Forthcoming *Financial Times Guide To Business Development: How To Win Profitable Customers and Clients*

#### 2009

*How To Be A Time Master*

#### 2007

*Just Ask The Right Questions To Get What You Want*

#### 1986

*Consumer Education*

#### 1984

*Which? Way To Complain*