

Scott A Roy

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PROFILE

Scott Roy is an expert in the art of selling and the skill of sales management. His unique aptitude is in understanding the role of attitude in sales performance and how to shift it to create optimal results.

He started his career as a traditionally trained, 100% commissioned salesperson and rapidly ascended into leading sales teams and managing large sales organizations. After serving as a national sales manager and director of sales training for an insurance company, Scott joined with two partners and built a nationwide insurance company from the start into a \$120 million company.

In addition to his business pursuits, Scott has served as CEO of a non-profit international training organization and performed consulting services in the non-profit sector in addition to establishing himself as a business consultant with diverse and deep skills in sales, service, organizational management, and leadership.

One of the key defining moments in Scott's professional development was being trained how to harness attitude in service of creating results. For over 20 years he has infused sales training and sales management with attitude awareness and the skills to manage it.

CAREER HISTORY

2009 – Present **Managing Director and Owner of Whitten & Roy Partnership**

2006 – 2009 **Consultant, trainer and executive coach specialising in business development, organizational design and customer-focused sales solutions:**

- *“major UK retail bank” (confidentiality required)* – co-lead programme architect, consulting at multiple levels of management to develop fully integrated sales training, sales management and service programme for over 17,000 employees in over 1,000 branches.
- *IDE (International Development Enterprises)* – Developed and designed business plan for new social enterprise “FASCO”. Designed the organisation’s structure and content, with particular emphasis on sales, sales management and training (FASCO won the coveted Nestle Corporation 2010 international prize for Creating Shared Value).
- *VSO (Voluntary Service Overseas)* – scoped, designed and initiated a systemic, multiple intervention, market-sensitive Enterprise Development Project in Cambodia to provide economic stimulus for several provinces; collaborated to secure \$300,000 grant from Accenture for programme execution;

- *Fortis Bank* – senior trainer for executive leadership programme for 2,500 of the bank’s leaders from around the world.

2000 – 2005

CEO, More To Life Foundation - an international training organisation:

- Transitioned the leadership from closely held by founders to broadly held by the Board, employees and key volunteer leaders; executed the strategic transition plan to overhaul core business practices and systems;
- Strengthened sales and marketing capability, increased international financial contributions by 90%.

1989 – 2000

Sales Director, Family Heritage Life Insurance Company of America:

- Conceived and founded company with three partners; located and secured \$3 million capital investment and \$17 million line of credit;
- With partners, led the sales growth of a new business from zero to \$120 million by 1999, (now in 2009 over \$500 million company);
- Created the company’s sales school, authored all sales and marketing materials, and developed selling practices; developed, tested and debugged the field level sales management and operational model; hired, trained and managed first sales organisation in company, producing over \$60 million in lifetime collections.

1987 – 1989

National Sales Manager and Director of Training, Capitol American Life:

- Developed and managed the record-breaking sales organisation in the company’s 50-year history; overhauled the company’s selling and field management processes, which included developing new sales aids, writing sales talks, authoring new selling methods and creating the first company sales training school.

1977 – 1987

District Sales Manager, Southwestern Company:

- Salesman from 1977-1981: trained extensively in direct sales techniques, advanced sales skills, customer relations and retention, and business management. Personally called on over 15,000 prospects, achieving over 50% close rate;
- Selling manager 1978-81: trained in recruiting and management practices; built and led teams of 34 salespeople from 1978-1981;
- Organisational Leader 1980-81: led over 80 salespeople and managers in sales campaign, including relocation, field management, sales training and problem solving;
- District Sales Manager 1981–87: grew business from 40 to 130 salespeople and managers over a five state territory; deep skills in recruiting, training, managing and motivating salespeople and managers.

EDUCATION AND TRAINING

- BA History, Wake Forest University – 1979
- Trained and licensed MRA Consultant (personality profile & team building)
- Trained and licensed Self Esteem Enhancement teacher (More To Life Foundation)

VOLUNTEER ACTIVITY

1987 – present

More To Life Foundation (www.MoreToLife.org) – volunteer on many training courses, many volunteer leadership positions;

1997 – present DAD of Tennessee, Inc. (www.tndads.org) - President 1997 – 2003,
Chairman 2003-present - NGO promoting responsible fatherhood;
2007 – present Voluntary Service Overseas (www.vso.org.uk) – fee-free consulting for
third world economic development programs within VSO.

INTERESTS

International travel, golf, snow skiing, pencil drawing and watercolor