

IBA Meetings March

Dermot McConkey's presentation:

Success or Failure – your call!

In this presentation Dermot will highlight the latest thinking from training research on what makes propositions effective today - both on the phone and face to face. He will illustrate how brokers can increase interest in their propositions simply by including a few critical factors, often ignored. He will also introduce brokers to a new client digital communication opportunity for selected brokers at present.

Dermot McConkey FSII, MIITD

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and sales training consultancy. He delivers motivational keynotes to corporations, business meetings, conference audiences, seminars and master classes. He has worked in the financial services arena for over 40 years having held many positions in Sales Management, Marketing and Training. He recently teamed up with Mark Reddy, who many will know from the general insurance market, to develop a new training approach for business development called **BEST Practices**.

Recently he completed a mini-tour with two of RTE's Dragon's Den team ie Gavin Duffy and Ramona Nicholas plus others for an SME seminar covering how to get back to the basics again and crucially how to Sell.

He is a contributor of articles to various national newspapers, magazines and websites on sales and marketing matters. His key saying for which he is well known is:

If things don't change, they are sure to stay the same!