

# Iain Maclean

## Principal Consultant

Iain is a business development skills trainer and consultant who helps a wide spectrum of international professional service firm leaders to enhance the profitability of their firms.

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## About Iain

Iain has over 20 years' experience of training individuals and organisations on how to improve the win rate effectiveness, value and profitability of their sales development activities. This includes developing enhanced pricing strategies and fee negotiation skills.

He helps them build longer-term, more client-centric cultures by delivering training designed to develop more profitable relationship-based sales skills and business processes.

As well as working extensively with firms of accountants, tax advisers, lawyers and consultants, he also has considerable expertise in training professionals in banks, building societies, barristers chambers, corporate finance, engineering, government departments, healthcare, insurance, manufacturing, technology firms, telecoms and utility providers.

He has significant international experience of working with clients from many different business cultures, and in delivering training in over 25 countries in Europe and Asia.

Previously Iain was with EY in their London office for seven years, in a client-facing, fee earning role. He initially worked in the consulting practice, and then as head of the UK firm's client training service and latterly as head of management training for EY's clients.

## Experience

- ◆ Iain delivers programmes which help partners and senior fee earners develop a portfolio of business skills. These include consultative selling; client relationship & engagement profitability; client partnering excellence; profitable negotiation skills; commercial assignment management and legal project management.

## Education and qualifications

- ◆ CCFIPD – Chartered Fellow of the Institute of Personnel and Development
- ◆ MCMI – Member of the Chartered Management Institute
- ◆ Centre for the Study of Management Learning, Lancaster University (1983-1984)
- ◆ Roffey Park Management institute, Sussex (1983-1986)