

# Profile

## Roy Patching

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*Highly Experienced Sales & Bid Management Coach*

Roy Patching is recognised as a successful professional in the area of Sales & Sales Management. He is committed to achieving business results and the disciplines that facilitate change. While having a practical approach to getting results, he is well known for his exceptional people skills. He is able to build rapport, provide leadership & motivate to ensure people and the organisation achieve their desired outcomes.



Roy has over 30 years experience with tier one ICT global service providers and vendors in a variety of roles including Engineer, Teacher, Sales and Regional Programme Manager. This includes 5 years in Sales Management with Hewlett Packard, where his team achieved unprecedented levels of achievement & success.

This developed into a leadership role in Hewlett Packard's Sales Operations for Asia Pacific Japan where improved sales productivity was achieved, field selling costs reduced and new opportunities for revenue generation identified.

His motivation is helping others to achieve success. Whether this is through coaching a sales representative on better selling techniques, coaching a Sales Manager on achieving stretch goals or helping a new Director fine tune a forecasting process - all have brought rewards. Amply evidenced by both sales results and career progression, this outcome has been achieved by understanding the needs of people, utilising the latest sales disciplines and implementing robust business processes.

With 30 years' of IT sales experience, his passion is still focused on helping people realise their potential at all levels & at the same time helping organisations achieve their goals & receiving recognition for those outcome. Key focus areas where Roy can assist include:

- Sales Team Management
- Enterprise Account Planing
- Targeted Account Selling
- Large Bid Pursuit & Proposal Management
- Improving Sales Productivity
- Creating winning Value Propositions
- Improving forecast accuracy
- Sales Training design & delivery

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### Roy's Professional Background

- General Managers Program, AGSM Sydney
- Supply Chain Management, INSEAD Paris
- Bachelor of Economics, University of New England
- Coaching Wisdom, Inform Sydney
- Siebel Sales Methodologies, Siebel Sydney

Roy is a member of the TiE organization whose mission is to create an inclusive organization that supports and encourages entrepreneurship across wider Australian community.

