

# Mentor Profile

**Mentor Name**      **Jim Scott**

## Pen Portrait

Very focused on helping people to enjoy running their businesses more and increasing profitability. Specialisms include business development, marketing, sales & franchising but many years of working in large PLCs and 21 years in my own business has taught me a few other things about business too. Very keen on developing systems and processes to help a business to run more smoothly and currently learning all I can about social media.

## **What is your greatest achievement so far?**

Apart from having two fantastic daughters – Starting a B2b Telemarketing business, developing it and selling it within ten years

## **Name an organisation (other than your own) that you see as the perfect one and why?**

Amazon. It has grown steadily in line with the resources available within the internet and has developed as an excellent example of intelligent CRM. It is systems based and just gets better.

## **Name a business leader that you admire and why?**

Julian Richer. Inspirational and motivational leader. Off the wall but very successful retailer. Giver to many good causes

## **Why are you passionate about mentoring?**

Because I can make a big difference to people's lives.

## **Who or what has been your greatest inspiration?**

Close run between The Beatles, Viscount Lord Nelson and Sir Alec Issigonis

## **Professional Qualifications:**

BA (Hons) Business Studies  
Elected Fellow of the Chartered Institute of Marketing

## **Experience:**

Senior General, sales and marketing roles within plc's including GKN, EMI and BT  
Established local newspaper in the Peak District; Started current business 21 years ago, sold part ten years ago. Profit responsible general manager; marketing director; sales director; consultant;NED.

## **Skills and Expertise:**

Strategic marketing; Operational marketing; Marketing management; e marketing; Sales Management; Account Management; Sales force organisation; Sales Training; Telemarketing process; Telemarketing operations; CRM; Franchise Development; Profit improvement; Organisational restructure and development; Team building; Coaching; Mentoring ;Systems development and documentation; Best practise; Contact management and database development and application; Contact management software; MS office software; Customer audit, survey and management systems; Customer retention; training and motivation of staff; incentive schemes; social media marketing