

SHRINE LONDON

Sales For Non Sales

Why good people freeze when it's time to ask for money.

A Keynote by Glenn Dobson

*A keynote for the professionals who were expected to win work but never shown
how, and the firms that depend on them.*

45-minute keynote | 15-minute Q&A | Senior audiences



*A keynote for anyone who has to win work
and was never shown how.*

Sales For Non Sales is a keynote about the word most professionals would rather avoid. Lawyers, accountants, architects, engineers and owners are all expected to bring in work, yet almost none of them were ever taught how. So they do what good people do. They do the work brilliantly, send the proposal, and wait.

Glenn Dobson has spent more than 35 years building, scaling and selling businesses, and advising on over 60 transactions. He has watched the same thing happen in every sector. The money is rarely lost at the first meeting. It goes quiet in the pipeline, in the follow-up nobody owned, the objection heard as a no, and the proposal left unanswered while everyone assumed the worst.

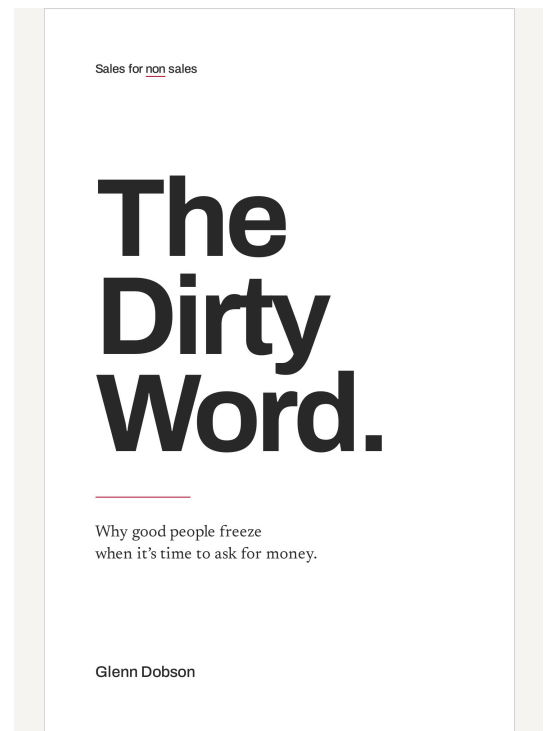
At its heart, Sales For Non Sales is about the moment good people freeze when it's time to ask for money, and why that freeze is not a flaw in character. It comes from not knowing what happens next. Glenn gives the room a simple system, the Lead Ladder, so that everybody knows.

In our experience, across the clients we have advised and our own practice, a professional who handles objections with confidence lifts booked work from the existing pipeline by around 16%. No new marketing and no new leads, just the work already sitting there, followed through.

The keynote takes the word sales back, and leaves the room with a way of selling that feels like service rather than pressure, long after the session ends.

Three ideas. One ladder.

Drawn from Glenn's book, *The Dirty Word*, and the Sales For Non Sales system used with professional firms across the UK.



01 THE FREEZE

Why good people go quiet.

Most professionals do not hate selling. They hate not knowing what comes next. The keynote names the reasons good people stall, the fear of pestering, of rejection and of looking like a salesperson, and shows why each one falls away once the next step is plain.

02 THE LINE

No lead is a bad lead.

A name becomes a prospect the moment it engages: a reply, a call taken, a question asked. Everything below the line is about creating that moment, and everything above it is about not wasting it. Nothing is ever marked lost, only early.

03 THE ROOM

Stay in the room.

Qualify twice, once before the proposal and again after the number has gone out. Treat every objection as the client thinking aloud rather than the client leaving. Then let the ladder loop, so every client becomes the start of the next conversation.

What your audience will leave with.

Practical, usable and built for the Monday after. Every idea in the keynote can be put to work on the pipeline a firm already has.

01 **Where the 16% lives**

Why most firms do not need more leads, and where the work already in their pipeline is quietly being lost.

02 **The line between a lead and a prospect**

A simple way to see the real pipeline, and to know what to do on each side of the line.

03 **Qualify twice**

The question most professionals skip, and the one that decides whether a proposal turns into work.

04 **Objections without retreat**

What the 5 common objections really mean, and how to stay in the conversation when a client hesitates.

05 **Nothing lost, only early**

A pipeline that loops rather than leaks, where every client and every not-yet carries a reason and a date.

"No sales, no business."

Professional and owner-led audiences.

- Partners and senior teams in law, accountancy, architecture, engineering, surveying and wealth
- Owners whose best practitioners are also their most reluctant sellers
- Firms with a healthy pipeline and a nagging sense it should be converting better
- Conferences and member networks of professionals who are expected to bring in work
- Teams who have sat through a day of sales training and watched it fade by the Monday

WHY GLENN



Experience in the room, and a system built from it.

Glenn Dobson is the Owner and CEO of Shrine London, a private advisory firm working with owners, leadership teams and investors, and the creator of the Sales For Non Sales system.

With over 35 years in business, Glenn has built, scaled and exited multiple companies across several sectors. His experience includes leading a business to £1m in under 9 months before exiting as part of a £35m group, alongside advising on more than 60 mergers and acquisitions.

He is the author of *The Dirty Word: Why good people freeze when it's time to ask for money*, and copies can be provided for every delegate. Audiences trust Glenn because he has sat on both sides of the table, as the one who had to win the work and as the buyer being sold to.

S H R I N E L O N D O N

Begin the conversation.

This keynote is introduced after an initial conversation where we understand the audience, the room, and the moment in the programme where it belongs.

C O N T A C T

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