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# Thrive – The Club Season 1, Session 1

I'm delighted to be partnering with Evelyn Partners (formally known as Tilney Smith & Williamson) to launch **Thrive – The Club**.

The Club is a forum for business owners, entrepreneurs and senior leaders to have the opportunity to meet and network with peers and hear world class speakers deliver great content that, if applied, will deliver results for any business.

**Target audience: Business owners / MDs / Executives**

**Price per event: £250 plus VAT (includes breakfast, mid-morning break and light lunch)**

**Venue: Titanic Hotel Belfast, Titanic Quarter, 8 Queens Rd, BT3 9DT**

**Date: Wednesday, 19 October 2022 Time: 8:00am – 1:30pm**

**Keynote speaker: Nicola Cook**

**Topic: The Secret to Sales – building a sales culture not a department**

The landscape of sales and marketing has changed. Digital advancements have disrupted the buying cycle and most businesses are ill equipped to understand or manage a buyer's needs as they engage with your sales engine. Nicola will outline the four key principles of S.A.M© (The Sales Acceleration Model), the sales growth methodology that has added an average of +140% to the net profit of Company Shortcuts' clients.

## Speaker 1 - Nicola Cook

Nicola specialises in helping business leaders create accelerated growth and scalability in their sales function. Teaching CEOs what they need to know about designing and implementing sales growth strategy. She has published two international bestsellers which have been translated into 16 languages and her hotly anticipated third book is due out later this year. Recently, Nicola's firm Company Shortcuts was a finalist in two categories at the prestigious BESMA (British Excellence in Sales & Marketing Awards).

## Speaker 2 - Daniel Casali

Evelyn Partners' Chief Investment Strategist will deliver a high-level update around key headwinds affecting business leaders (and everyone else!), namely inflation.

**Thrive - The Club** is hosted by Kate Marshall. Kate is a Business Coach/Mentor to businesses locally and globally. She is a Speaker, Facilitator and Author with a passion for both personal and business growth.

To secure your place or book a table for your team, RSVP to [marsha@katemarshall.biz](mailto:marsha@katemarshall.biz)