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PRESS NEWS

Molecular Cytogenetics, Enzyme Catalysis and selling!

Rocket science it's not, but selling is essential for starting and growing your business was the message recently delivered to a group of university students studying Biotechnology & Genetic Engineering at Queen Mary, University of London.

“What a company sells, when, and for how much has a major impact on whether a company can grow and expand”, states Phil Shipperlee, CEO of Performative plc. “I learnt my lesson early on when growing one of my own businesses that you can have the best product or service in your industry, but if you can't sell it you don't have a business, he continues, As Peter Drucker, Management Guru, once said “There is only one valid definition of business purpose... to create a customer” and he was absolutely right. I have spent my whole life in business, with a particular focus on selling, and delivering this course allows me to put something back in to the system”.

Professor Conrad Lichtenstein, Chair of Molecular Biology at Queen Mary, University of London recognised the need to give his students a broader knowledge base in preparation for their journey in to the world of business. He recognised in particular that selling is one of the key skills any business person needs in order to develop and grow their business, particularly in the current economic climate.

Phil Shipperlee's seminar, “Starting Your Own Business”, was delivered on the 25th March in the University campus and follows the successful delivery of a previous seminar to a group of final year MSc and PhD Computer Science students earlier this year. The seminar was one of a string of business focused seminars covering, amongst other subjects, Intellectual Property and the Venture Capital Industry.

Performative plc
St Mary's Court, The Broadway
Amersham, Buckinghamshire
HP7 0UT

Tel: 01494 582 084
Fax: 01494 582 020
www.performative.net
enquiries@performative.net



About Performative plc

Performative is a privately funded, UK based company, with a global reach. Founded in 2001 the company has already developed a solid customer base in the UK as well as delivering projects overseas. Typical customers for Performative are IT, Telecoms and Office Equipment companies both mid-tier and blue chip companies who want a lasting solution to performance issues.

Our Approach

The Performative approach provides a new and holistic solution using a unique combination of organisational and sales & marketing methodology, tools, information, and education products and services to empower the selling operation to achieve ever improving levels of performance.

We believe that each customer situation is different and to provide real differentiating value we provide solutions specifically tailored to the needs of each individual customer. Using the principle of components within a framework, our approach is to re-use what the customer has that is working well, to improve what needs some attention and to add only where there are gaps. The final solution will be presented within a framework that provides the customer with a complete and fully integrated solution.

In summary, our approach is designed to provide our customers with sustainable and measurable improvements, not short-term fixes.

For more press information please contact:

John Bancroft (Sales & Marketing Manager) at Performative Plc, St Mary's Court, The Broadway, Amersham, Bucks. HP7 0UT Tel: 01494 582 084