

Selling in the United Kingdom

From the crucial first sale to an established presence

Selling in the United Kingdom is brought to you by Mike Southon, best-selling author of *The Beermat Entrepreneur* and proud Estonian e-Resident. He is Chief Editor of Startup Mafia an Estonian media outlet focused on the European Startup infrastructure.

Estonia is the most entrepreneurial country on Earth. It has more unicorns (billion-dollar valuation companies) *per capita* than anywhere else.

Selling in the United Kingdom shows you how bring your products and services to the UK, the largest IT ecosystem in Europe. This market is valued at over USD 1 Trillion, surpassing Germany and France combined.

Selling in the united Kingdom is a half-day presentation that is that is perfect for professional salespeople, non-salespeople, founders and their teams. It is particularly focused on how to ensure that technical people, particularly software developers and project managers, can be effectively involved in the sales process without feeling uncomfortable.

Mike has worked with every kind of industry, including IT, cleantech engineers, cyber experts, defence technologists, lawyers, finance professionals, government agencies and even politicians. His sales career started in 1983 with the UNIX Operating System, C and C++.

Who should come?

- Anyone who talks to existing and potential customers: sales, marketing, delivery, finance, legal and regulation.
- Anyone who attends trade shows.
- Anyone who wants to increase revenue.
- Anyone looking to make their organisation enterprising.
- Anyone who wants to build a high-performance team.
- Anyone looking to build a Unicorn.

What you'll get

- Truly personalised advice
- How to network with strangers
- Securing that essential first sale in the UK
- Strategies to then double your sales, and double them again
- Getting everyone involved in the sales process
- Ways to sell ethically and honestly
- Advice on delivering excellent customer service

You will learn simple techniques and develop your own personal sales skills, because great selling is not about being extrovert and flashy. It is about understanding people's needs, communicating clearly, and delivering on the promises you make.

Estonian Delegate Feedback:

"A morning well spent. Mike covered both the fundamentals of sales and his unique strategies of approach in a very fun and inviting way. Definitely something for all interested sales both beginners and experience salespersons alike." **Alan Page-Duffy, British-Estonia Chamber of Commerce**

"The *Sales on a Beermat* training was incredibly insightful and engaging! The speaker made sales strategies easy to understand and apply, providing valuable tips that I can immediately put into practice. A truly enjoyable session!" **Angela Saluste, Unique Hotels**

"Mike's workshop was very well-structured and made sales concepts easy to grasp, even for those without a sales background. Everything was clear, practical, and straight to the point—a great learning experience!" **Alar Vork, Lumoflex**

"I appreciated the practical tips and tricks that felt authentic rather than 'salesy' and the reinforcement that honesty is the always the best policy. The session was insightful, actionable, and aligned with ethical sales practices." **Marit Kesa, GDPR Registry**

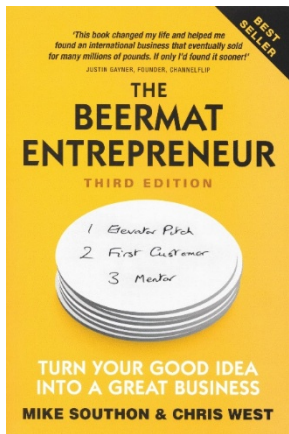
"The workshop provided valuable tools, like the profiling tool, which really helped with better understanding oneself. It also revisited sales fundamentals, offering a clear and easy-to-understand overview of key steps such as making contact, qualifying, building trust, and closing. The models shared, including Mike's Magic Message and the 10 Steps of Joy, were incredibly practical and useful for applying these principles in real-world sales scenarios." **Marko Vene, Coursy Technology OÜ**

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Based On 'The Beermat Entrepreneur'

This workshop is based on 'The Beermat Entrepreneur', by Mike Southon and Chris West, which has sold over 100,000 copies around the world in numerous languages.

'This is a business book for everyone, written with clarity and wit.' **Sir Stephen Fry**

'This book changed my life and helped me found an international business that eventually sold for millions of pounds. If only I'd found it sooner!' **Justin Gayner, Founder Channel Flip**

'Refreshing and very readable.' **Richard Donkin, Financial Times**

'If I were to advise an aspiring company founder in any part of the world to read just one book, this would be it.' **Robert I. Sutton. Professor of Management Science at Stanford University**

'Mike Southon is more than Quite Interesting. He spreads insight and cheerfulness in equal measure, like an ambidextrous chef icing two cakes at once.' **John Lloyd, Producer of QI, Blackadder and Not The Nine O' Clock News**



About Mike Southon

Mike has forty years' experience of sales in every type of business environment. In the '80s, he co-founded The Instruction Set, a UNIX consultancy. He helped grow the company to 150 people before a successful trade sale. Since then, he has led sales in 20 start-up ventures, with two securing public flotations. Mike has spoken at over 2,500 events and provided one-on-one mentoring to over 2,500 entrepreneurs.

Mike has presented to: Amway (Ukraine), NASDAQ (Copenhagen), Global Expo (Shanghai), MIPIM (Cannes), MIT Forum (USA), The European Commission (Brussels), The Department of Business and Trade (UK), IBM, Rolls Royce, Virgin Group, Orange, Goldman Sachs, Cisco Systems, Google, Oracle, Microsoft, Accenture, Rolls-Royce, HSBC, Hewlett Packard, Gartner Group, Danone, CMS Law, Investec, Intel, PwC, QinetiQ, BBC, The National Computer Centre, Investec, The Timber Trade Federation (Estonia), GlaxoSmithKline and many more.

Selling in the UK: The Programme in Depth

1. Understanding Yourself:

Where do you fit into the sales process? Are you a Magnet, Maker, or Monitor? (*free profiling tool provided*).

2. The Three Essential Sales Roles

Hunter, Farmer, and Manager.

3. Your Elevator Pitch

15 seconds to win fifteen minutes: Pain, Premise and Proof.

4. Networking 101

How to talk to complete strangers at events like Latitude59 and work out which ones to contact afterwards.

5. Building Your Personal Network

Dunbar's Number (150) – all the people you will ever need to know!

6. Writing Effective Articles and Getting the Right Press Coverage

Ensuring your PR is inexpensive, effective and precisely measurable.

7. Starting in the UK Market: Qualifying

Do they have needs and money today?

8. Closing Your First Sales in the UK

Asking for the business and overcoming any customer objections, especially 'Not Invented Here'.

9. Creating attraction and growing your business

Turning customers into mentors and securing referrals.

10. Sales Management

A simple 10-step process for tracking opportunities and speeding up the sales process.