

Bob Davis

Senior Consultant

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As a senior consultant for Wilson Learning, Mr. Bob Davis helps companies in a wide variety of industries achieve greater success through the delivery of a broad curriculum of sales, negotiating, service, and leadership training offerings and consulting services. Programs have been delivered to global sales teams. In the US, Mexico, UK, Switzerland, Spain, Germany and The Netherlands. He earned the Wilson Learning PaceSetter Award 19 consecutive years for quota achievement by demonstrating his commitment to his clients and their success. Mr. Davis's client work focuses on achieving results through internal/external customer focus, differentiation, adding value, reducing the sales cycle, preventing objections, building business relationships, maintaining relationships long term, gaining customer commitment, negotiating and creating solution presentations that maintain margins and enhance revenue. Prior to his role at Wilson Learning, Mr. Davis had a successful sales career in the medical products industry in which he sold consumables, capital equipment, and services. Teaching Negotiating is a focus of his current practice, training hundreds of customer facing staff at companies such as Bayer Crop Science and Sherwin Williams. He has been a guest speaker at both Harvard and Boston University Graduate Schools of Business Management and frequently delivers motivational workshops to audiences as large as 600 people.

"This initiative for our inside sales team produced qualifiable financial results during actual program implementation. One \$900K laptop deal was increased to \$1M, which produced an increase in gross profit margin by 6%. We moved a \$250K printer deal to an additional three-year contract for a total of \$550K in sales. All this was accomplished utilizing the skills you facilitated in the program."

—Client

Areas of Expertise

- Global/National Sales Meetings
- Large Group Presentations
- Negotiation
- Sales
- Sales Culture
- Sales Management

Industry Experience

- Agriculture
- Chemical
- Construction Consulting
- Financial Services
- Food Distribution
- Healthcare
- High Tech
- Manufacturing
- Science Research

Education

- B.S. , Salem State University, Salem, MA



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Partial List of Clients

“We all feel the program exceeded our expectations. We knew that we were presenting you with a challenge. With a group of 550 attendees, 200 of whom were not in traditional sales roles, we were not certain that the program could be designed to be meaningful to the entire group. You delivered with excellence.”

—Client

“Bob’s successful implementation of a comprehensive plan to help steer the sales team through an extreme competitive threat helped to save the base of our business. When a dominant-share competitor launched a new product with claims of creating a ‘new standard,’ I reached out to Bob to collaborate on a strategic and tactical effort to minimize the impact of the threat, secure our base, and build a platform for future growth and expansion. He exceeded my expectations.”

—Client

- 3M
- ACI WorldWide
- Adolfson & Peterson Construction
- Ahlstrom
- American Science and Engineering
- Aramark
- Arrow Electronics
- Assa Abloy
- AT&T
- Autodesk
- Bayer
- Braun USA
- City National Bank
- Cell Signaling US & Europe
- Chemours
- Compass Minerals
- Cordis
- Edwards Lifesciences
- First Tennessee Bank
- Freudenberg Nonwovens
- Genzyme
- Gorton’s
- GTSI
- The Hartford
- Hilton Hotels Europe
- JS Held
- LeMaitre Vascular
- Levitronix Switzerland
- Liberty Mutual
- Lockheed Martin
- Martin Bros. Food Distributing
- Medtronic
- Metropolitan Life Insurance
- National Grid
- NetScout
- Panasonic
- PerkinElmer
- Perrier Group of America
- Precision Robotics Incorporated
- Progress Software
- Qualcomm
- Raytheon
- Regenesis
- Richardson RFPD
- S1
- Sallie Mae
- Sensitech
- Serono Laboratories
- Sharp Consumer Electronics
- Sherwin Williams
- Siemens/US Filter
- Smiths Medical
- Sun Life of Canada
- Taconic Biosciences
- Teradyne
- TERI
- TrueBlue Staffing
- Tyco
- Unum
- US Catheter Inc.
- Varian Semiconductor
- Vaupell
- Veolia Energy
- Vicor
- Volcano Intravascular Ultrasound
- Witco Chemical
- Wolters Kluwer Financial Services
- W. L. Gore Medical

