



Dean Kelly

Senior Consultant

Sales and Leadership Coach - Strategy, Opportunity, Negotiation

A senior consultant with Access Leadership (better leaders, sooner) and Dean specialises in Live Deals sales negotiation consulting to improve deal outcomes.

Helping clients... close more deals, more quickly, more profitably. Driving “Better deals, faster”

A leader with 30 years of experience in direct and indirect sales, marketing and sales management with the last 15 years specialising in live deal strategy and negotiations.

A key strategist applying proven methodologies and creativity to each and every sales situation, Dean is highly capable in distilling:

- value creation and capture
- unique “real time” value in any deal
- shaping compelling and differentiated client messaging
- aligning organisations: from executive to sales & pre-sales teams - to navigate the hidden complexities of modern negotiations, specifically:
 - Defending against commoditisation of products and services
 - Responding to and pre-empting irrational competitive activities
 - Dealing with professional buyers and highly organised procurement teams
 - Managing deals when channel partners are involved in the buying/selling process.

Dean excels in assisting clients improve their value in a deal, close more deals, more quickly, more profitably