

About David Abingdon



David Abingdon founded Insurety PLC, a direct sales insurance company that he built from scratch to £4.5 (\$7) million in just 12 months. Later, as founder of the Quantum Organisation and Alchemy Network, he grew each company into international successes and achieved revenues well in excess of a million pounds sterling in their first year.

As a business development consultant, he has assisted many companies on their path to growth and directly made one client over £35 (\$59) million in just two and half years from zero, for which he received in excess of £1.27 (\$2.1) million in fees.

Sales & Marketing Leader

Over the last 26 years David has directly trained in excess of 4000 people from around the world in business growth & development, marketing, sales and entrepreneurship. Directly and indirectly, he's helped thousands of businesses, consultants and entrepreneurs to achieve their visions and goals.

The Alchemy Sales Conversion System

David developed, field tested and taught the unique and hugely powerful Alchemy Sales Conversion System that uses strict pre-positioning and pre-qualification as its fundamental rationale. This means that only filtered prospective customers that meet all of the product buying benchmarks are identified as prospective buyers. This is combined with a 'positioning' approach that projects the expertise, authority and professionalism of the seller. As a result, the system offers vastly improved sales productivity, simplicity and most importantly, far higher closing ratios. In essence, the system provides a business with the time and money saving capabilities to only deal with serious and qualified buyers.

Next Generation Software

Seeing the advantages of digitising what are in effect analogue methods, David developed software that provides innovative InsurTech solutions for the insurance industry allowing customers to buy complex insurances online without any human intervention and no paper. The 'Merlin' platform and system carries out the quote, buy, bind and administration functions that offers a simple, easy and seamless customer experience.

David's other innovative software application is the business sales, game-changing 'Resolution' platform and system. Customers can now encounter a fully automated, friendly and intuitive sales process that allows them to buy products and services that were previously only available face to face or in-person. The big advantage to the seller is that Resolution offers a completely automated online sales and selling system that largely or completely removes the need for a salesperson. The benefits to businesses are sweeping and comprehensive and include immense savings in cost and time, complete automation, 24/7 remote operation, secure, compliant and recession and Covid-19 proof.

Works

David is author of the breakthrough business book 'Out Of The Box Marketing' and co-author of 'Advancing In Marketing' (a college business manual). Additionally, he has written over 34 proprietary business manuals & guides as well as developing a huge range of business and personal development tools, materials and resources.

He has created numerous training courses and programs in the areas of entrepreneurship, marketing, consulting, coaching, systemisation, business planning, franchising, deal making and business development.

Current Business Activities

David is founder and Managing Director of Resurety Ltd, an insurance product design and marketing company and BizCorp Group Ltd, an InsurTech, FinTech and Sales software development company.

In The Media

David has received extensive coverage on TV and radio as well as contributing expert opinion and comment in other media. These include the BBC's 'Money Programme', BBC News, Sunday Times, Daily Express, Daily Mail the Guardian, Scotsman, Australian Wealth Creator Magazine, Success Magazine, the Age, Hindustan Times, The Australian, Marketing Magazine, the Australian Financial Review and many more.

He was also featured as the philanthropic millionaire in the UK's Channel 4 acclaimed documentary 'How The Other Half Live', shown around the world.

You can view it at: <https://www.youtube.com/watch?v=f76asCz-ZwY>

