

COVENTRY, ENGLAND, September 12, 2013 /**24-7PressRelease**/ -- England world-renowned rugby star Will Greenwood, is changing sites from on the pitch to be 'inside the arena' where he will join a host of top business professionals on stage to discuss success, at the Ricoh Arena on the 17th October.

Will Greenwood boasts outstanding achievements both on and off the field, covering his vast experience in the modern world of professional sport there are few that can draw both business and sport skill to develop a strong career, making him the ideal speaker for this year's event.

Will started in business as a trader at HSBC, before he caught the 'rugby bug' as a hobby, which soon found him seeking a professional career in the challenging sport.

This combination of careers also provides a rare process into sport, which has given him an unusual insight in to the perfect storm of leadership, discipline, motivation and teamwork that led England to World Cup victory in 2003 provides an inspirational demonstration of what it takes to achieve peak performance.

A complete change in mindset and behaviors opened the door to a performance gear change. Combined with the lows of injury setbacks, personal tragedy and self doubt it provides a gripping insight in to the studied determination that is needed to achieve in any arena.

Alongside Will Greenwood are some well known business minds including; Lord Digby Jones, Film Director Guy Browning, Philip Calvert and many more and the Successful Selling Event. This event attracts all sizes of businesses is set to go ahead at the Ricoh Arena on the 17th October 2013.

To hear his amazing story and others, you can book a ticket to attend the Successful Selling Conference 2013 http://www.ismm.co.uk/events_successfulselling.php