

BESMA 2011

The British Excellence in Sales & Marketing Awards



Recognition

Excellence

Team work

PROFESSIONAL

SUCCESS

Outstanding

Achievement

Commitment

CELEBRATION

“An excellent event. It was great to see the sales profession receiving recognition on a national scale.” – KPMG



champagne reception, gala dinner, entertainment and an awards ceremony comparable to the OSCARS of the film industry.

Over 600 senior executives from the corporate world will attend, including CEOs, Sales and Marketing Directors and the UK's top sales professionals – a 'who's who' of the sales and marketing elite.

Key objectives

- To provide employers with an opportunity to demonstrate to employees the value they place on them and their efforts
- To acknowledge top achievers and contribute to raising the profile of professional selling
- To acknowledge the vital role sales personnel play in today's fast-moving business arena and motivate them to produce more business and become more successful

The British Excellence in Sales & Marketing Awards (BESMA) represents the UK's highest level of recognition for outstanding sales achievement.



Organised by The Institute of Sales & Marketing Management, BESMA is the benchmark standard in its field.

BESMA 2011 will be held on 26th May at the Lancaster London as a black tie event with a



The Institute of Sales & Marketing Management is the UK's only professional body for salespeople. Founded in 1911 to promote standards of excellence and to enhance the status and profile of sales as a profession, the ISMM has been the voice of selling and sales standards, ethics and best practice for over 40 years.

For more details, call **01582 840001**, email sales@ismm.co.uk or visit www.ismm.co.uk

“The ISMM does a fantastic job of promoting and rewarding proven excellence in sales and marketing” – ASHRIDGE BUSINESS SCHOOL



Recognition for companies

- To be recognised for your sales and marketing talent and achievement
- To enable you to demonstrate best in class whether you are in the field, in-house or in a board level environment
- To use your BESMA as a career development path and be recognised as one of the best in British sales and marketing

Recognition for sales personnel

- Your company is supporting industry and the economy while at the same time demonstrating to your customers that it is a centre of excellence
- Your organisation is acknowledging and celebrating the value your salespeople bring to the business

KEY DATES FOR 2011

- 25th February 2011
Nominations to reach ISMM
- 7th March 2011
Shortlist announced
- 18th March 2011
Judging Day, Ashridge Business School
- 26th May 2011
Awards Ceremony, London Lancaster, Hyde Park

BESMA CATEGORIES

- A** Sales Director of the Year
- B** Marketing Director of the Year
- C** Sales Team of the Year (A)
- D** Sales Team of the year (B)
- E** Sales Trainer of the Year
- F** Student of the Year
- G** Sales Manager of the Year
- H** Sales Professional of the Year (A)
- I** Sales Professional of the Year (B)
- J** New Sales Professional of the Year
- K** Telesales Professional of the Year
- L** Sales Support Team of the Year
- M** Customer Service Team of the Year
- N** Account Manager of the Year
- O** Lifetime Achievement Award

A= over 50 employees
B = under 50 employees

“A true sense that my management appreciate and value my efforts. I feel very proud to be recognised in this way.” – BRAKES



Sponsorship opportunity

Sponsoring BESMA impacts significantly on awareness of your brand, raising your profile and creating a variety of new business opportunities. Your support of BESMA demonstrates your company's commitment to professional selling – adopting ethical standards, working with integrity, optimum staff management and development, and creation of 'win-win' relationships with clients.

The breadth of features in the various sponsorship packages ensures significant return on investment for all sponsors. There are extensive opportunities for marketing and brand awareness:

- National press coverage via *The Daily* and *Sunday Telegraph*
- Promotion in *Winning Edge* the ISMM's sales and marketing magazine
- Microlink on ISMM website
- E-newsletter advertising via ISMM's monthly e-newsletter
- Corporate branding in association with the ISMM and the awards
- Use of BESMA logo
- Judging an award is an option for every sponsor
- Signage and corporate branding will be extensively promoted on the night and presentation of the award
- Networking opportunities at both the judging day and awards ceremony
- A table of ten at the awards ceremony on 26th May to reward your team and entertain clients or prospective clients in a motivational upbeat, action-packed environment
- Accommodation at the Lancaster London

For more information, contact Jennie Harnaman on 01582 840001 or email jharnaman@ismm.co.uk

Sponsors...



The Daily Telegraph
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