

# SUCCESSFUL SELLING 2010

## New interactive format!

*Six speakers PLUS a choice of  
two workshops, making the event  
tailored to your specific needs*

## DEVELOP THE SALES SKILLS OF YOUR TEAM

The ISMM's professional  
qualifications

*See page 13*



## NOMINATE TODAY

Get your entries in for BESMA 2010  
or sponsor our awards ceremony

*See page 12*



## SPECIAL OFFER!

Join the ISMM today and  
save £23.50 on your membership

*See page 9*



The Institute of Sales & Marketing Management began life in 1911 when 12 salesmen decided to set up an organisation to support and protect the interests of all salespeople; they called it The Sales Manager's Association.

Despite a few setbacks over the years, their aims and objectives have continued, making the ISMM the only UK organisation that genuinely represents the interests of everyone whose work includes selling products or services.

Never before, in its one hundred year existence, has the need been greater for our country to have energetic dedicated salespeople, making Great Britain great again.



SHEILA R WATSON-CHALLIS  
ISMM CHAIRMAN



ERIC PEACOCK CMG DL  
PRESIDENT



JENNIE HARNAMAN  
EVENTS MANAGER

# Welcome

**W**elcome to SUCCESSFUL SELLING 2010, the UK's leading sales conference. This year we have a refreshing new format, a fabulous new venue and a guest speaker who is only one of 12 people to walk on the moon – you can't get more inspirational than that!

Although most UK companies are presently operating in a tough business environment, there is a renewed sense of optimism and confidence in the marketplace. With this in mind, we are looking to further boost your sales skills with six speakers who will help you stand out from the competition and make you an even more valuable asset to your organisation. They really know from their own experience just what it takes to progress and become truly successful.

SUCCESSFUL SELLING is a special annual event for everybody whose job includes selling products or services. Prepare to be inspired, entertained, motivated and educated, leaving this conference with a renewed sense of purpose.

## Conference timetable

### 8.30am Doors open

Enjoy refreshments, visit the stands, share knowledge and experience and take advantage of the networking opportunities available

### 10.00am Conference begins



**Jim Steele** Managing Change and Becoming More Effective



**Paul Stobart** How to be a Great Leader

### 11.00am Tea/coffee



**Marc Jantzen** An Update on the Changing Face of Sales



**Robin Fielder** Close More Business in the New Economy

**WORKSHOP 1** *see page 5 for full details*

### 1.15pm Lunch in the e.on Suite – Level 2

**WORKSHOP 2** *see page 5 for full details*



**Steve Head** A Recipe for Business and Staff Motivation



**Charlie Duke** The Ultimate Performance

### 4.30pm Conference ends – another opportunity to network



A comprehensive programme of Business Success Seminars and Executive Forums are available without charge to members. They are informative, entertaining and provide excellent networking opportunities. Members may attend as many as they wish. Visit [www.ismm.co.uk](http://www.ismm.co.uk).



■ 27th JANUARY  
Business Success Seminar,  
Dudley

■ 3rd FEBRUARY  
Business Success Seminar,  
London

■ 10th FEBRUARY  
Executive Forum, Cheshunt

■ 17th FEBRUARY  
Business Success Seminar,  
Swindon

■ 24th FEBRUARY  
Business Success Seminar, Leeds

■ 3rd MARCH  
Business Success Seminar,  
Cheshunt

■ 18th MARCH  
Judging Day – BESMA,  
Beaumont House, Windsor

■ 31st MARCH  
Business Success Seminar,  
Farnborough

■ 7th APRIL  
Business Success Seminar,  
Crewe

■ 14th APRIL  
Business Success Seminar,  
Reading

■ 12th MAY  
Business Success Seminar,  
Daventry

■ 26th MAY  
British Excellence in Sales &  
Marketing Awards – London

■ 2nd JUNE  
Business Success Seminar,  
Glasgow

■ 6th JUNE  
Business Success Seminar,  
Maidstone

■ 9th JUNE  
Executive Forum, Reading

■ 16th JUNE  
Business Success Seminar,  
London

■ 8th SEPTEMBER  
Business Success Seminar, Leeds

■ 15th SEPTEMBER  
Business Success Seminar, Near  
Milton Keynes

■ 22nd SEPTEMBER  
Business Success Seminar,  
Solihull

■ 29th SEPTEMBER  
Executive Forum, Cheshire

■ 6th OCTOBER  
Business Success Seminar,  
Newcastle

■ 20th OCTOBER  
SUCCESSFUL SELLING 2011

■ 27th OCTOBER  
Business Success Seminar,  
Swindon

■ 3rd NOVEMBER  
Business Success Seminar,  
London

■ 10th NOVEMBER  
Business Success Seminar,  
Southampton

■ 17th NOVEMBER  
Executive Forum, Nottingham

■ 24th NOVEMBER  
Business Success Seminar,  
Crewe

■ 1st DECEMBER  
Business Success Seminar,  
Reading

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## Speakers

Six leading experts who will help you stand out from the competition and make you an even more valuable asset to your organisation...



### JIM STEELE *Managing Change and Becoming More Effective*

In today's market, buyers behave differently and need to be engaged in a different way. Creativity and innovation will become the by-words for the foreseeable future and sales organisations that are agile and adaptable will excel. Jim Steele, Director of Meta-Lucid Ltd, will give you insight and a number of simple but effective tools and techniques to enable you to adopt the correct attitude as well as a shift in values and beliefs.



### PAUL STOBART *How to be a Great Leader*

Critical to the success of any organisation is the quality of its leadership. Paul Stobart, CEO UK & Ireland Region of the Sage Group plc, will give a personal perspective on leadership. He will look at those factors that make certain leaders stand out from the pack, and will share stories about leaders who have impressed, as well as some who have not! You will leave feeling fired up and ready to become an even better leader.



### MARC JANTZEN *An Update on the Changing Face of Sales*

The context in which we need to sell is tough. How effectively is your business adapting to the change? What should you be doing differently with prospective customers to maximise sales? These questions are being explored through research by Blue Sky Performance Improvement, in partnership with the ISMM. Marc will be sharing insights and exploring pragmatic ways for you to maximise sales in today's climate.

★ Get a FREE copy of the survey at the Blue Sky stand



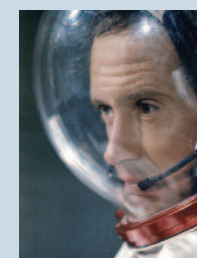
### ROBIN FIELDER *Close More Business in the New Economy*

Customers no longer want to talk to salespeople, they want to talk to problem solvers. Selling has evolved from pitch and follow through to helping customers find the right solutions. So how must your approach to closing shift? Robin Fielder, Managing Director of LDL, will take you through the key stages – earning trusted adviser status, uncovering the gap, matching solutions and asking for business in a non-pressured, collaborative way.



### STEVE HEAD *A Recipe for Business and Staff Motivation*

Ingredients: 1 cupful of self belief, 3oz of clarity, 4kg of building on your strengths, a large portion of understanding the impact you are having on your customers and a dollop of personalised service. Put this together and you will create more sales, convert more leads and build a strong, more personal bond with your key customers. This highly entertaining, interactive and practical session will inspire and motivate everyone.



### CHARLIE DUKE *The Ultimate Performance*

In 1972, on Apollo 16, Charlie Duke became the tenth man to walk on the moon. Prior to this, he was an integral part of two other historic Apollo missions, including the 'Voice of Houston' during the Apollo 11 mission. He is travelling from Houston to exclusively offer delegates a first-hand account of what has been described as 'NASA's finest hour', giving them an insight into high performance teamwork at the ultimate level.

The UK's No.1 Training and Conference Venues  
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## Getting to the workshops

<b>Richard Newman</b>	Increase Your Influence and Personal Impact	Legends Lounge	Ground Floor
<b>Nick Oulton</b>	Improve the Impact of Your Presentations	Boardroom	Level 1
<b>Olivia Stefanino</b>	Adopt a Coaching Culture and Watch Performance Soar	e.on North	Level 2
<b>Mike Willshare</b>	Improve Your Ability to Handle Difficult Objections	Yorkshire Bank South	Level 1
<b>Andy Preston</b>	Win More Business from Cold Calling	Aylesford	Level 2
<b>Rob Brown</b>	Network Like a Pro for More Sales and More Business	Jaguar Lounge	Ground Floor
<b>Tony Hughes</b>	Take Your Negotiations to the Next Level	Yorkshire Bank North	Level 1
<b>Jeremy Cassell &amp; Tom Bird</b>	Making Sales a Sure Fire BET	Jaguar Suite	Ground Floor

## SUCCESSFUL SELLING 2011

**Thursday 20th October**  
Ricoh Arena, Coventry

*Mark your diary now!*

Call June Kelly on 01582 840001  
email [jkelly@ismm.co.uk](mailto:jkelly@ismm.co.uk)  
or visit [www.ismm.co.uk](http://www.ismm.co.uk)

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**Mark Victor Hansen**  
**James Caan**  
**Karren Brady**  
**Andy T. Hansen**

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Plus Morris Goodman - Christine Hamilton - Julie Ziglar Norman - Adrian Webster

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10% Discount to all ISMM members – Enter Guest Code: GMGB77  
Tickets: Bronze £29.99 / Silver £49.99 / Gold £59.99 (Ex VAT)  
Presented & Promoted by: The Success Bureau Ltd

## Interactive workshops



### **RICHARD NEWMAN** *Increase Your Influence and Personal Impact*

This highly interactive session will keep you engaged and entertained, with practical and powerful skills you can benefit from in negotiations, sales, presentations and meetings. Learn how to have more authority, presence, confidence, and be more persuasive in key moments of business. Master the personal impact you make on clients and present yourself with gravitas in meetings so that you get 'buy in' to your ideas.



### **MIKE WILLSHARE** *Improve Your Ability to Handle Difficult Objections*

Most salespeople see objections as a negative when they can be one of your greatest assets and help you close more deals. Learn the common mistakes made when dealing with objections and why you should start to pro-actively ask for objections. The six step process to dealing with any objection thrown at you will get your customer to agree to do business with you before you address their challenge.



### **ROB BROWN** *Network Like a Pro for More Sales and More Business*

Business events and online networking are a good way to get more leads and business. Whether tweeting on Twitter or fraternising on Facebook, you can raise your profile, build relationships and enhance your reputation. Discover the secrets of the world's top networkers, how to make people remember you and refer you, the five elements of a winning networking strategy and how to master social media and online networking.



### **NICK OULTON** *Improve the Impact of Your Presentations*

Investment in advertising, PR, websites, brochures, salaries, T&E, CRM, databases and technology all generate a return on investment only if the prospect becomes a client. But does your sales presentation let you down? World-renowned presentation guru Nick Oulton will demonstrate three vital principles you can use to sell better, sell smarter and sell more than your competition, and turn the recession into an opportunity to increase market share.



### **ANDY PRESTON** *Win More Business From Cold Calling*

Discover the seven critical factors for cold call success including how to stand out from the competition right from the start of your call, tried and tested techniques which are proven to work in the UK market and how to develop resilience and mental toughness. Cold calling is constantly evolving and Andy will show you how to stay ahead of your competition.



### **TONY HUGHES** *Take Your Negotiations to the Next Level*

Tony Hughes, CEO of Huthwaite International, will look at effective negotiations and explain how skilled negotiators and best practice organisations differ from the average. The session will provide insights into the verbal behaviours used by skilled negotiators and how successful organisations adopt excellent organisational processes. You will leave armed with the knowledge of how to take your negotiations to the next level and the inspiration to do it!



### **OLIVIA STEFANINO** *Adopt a 'Coaching Culture' and Watch Performance Soar!*

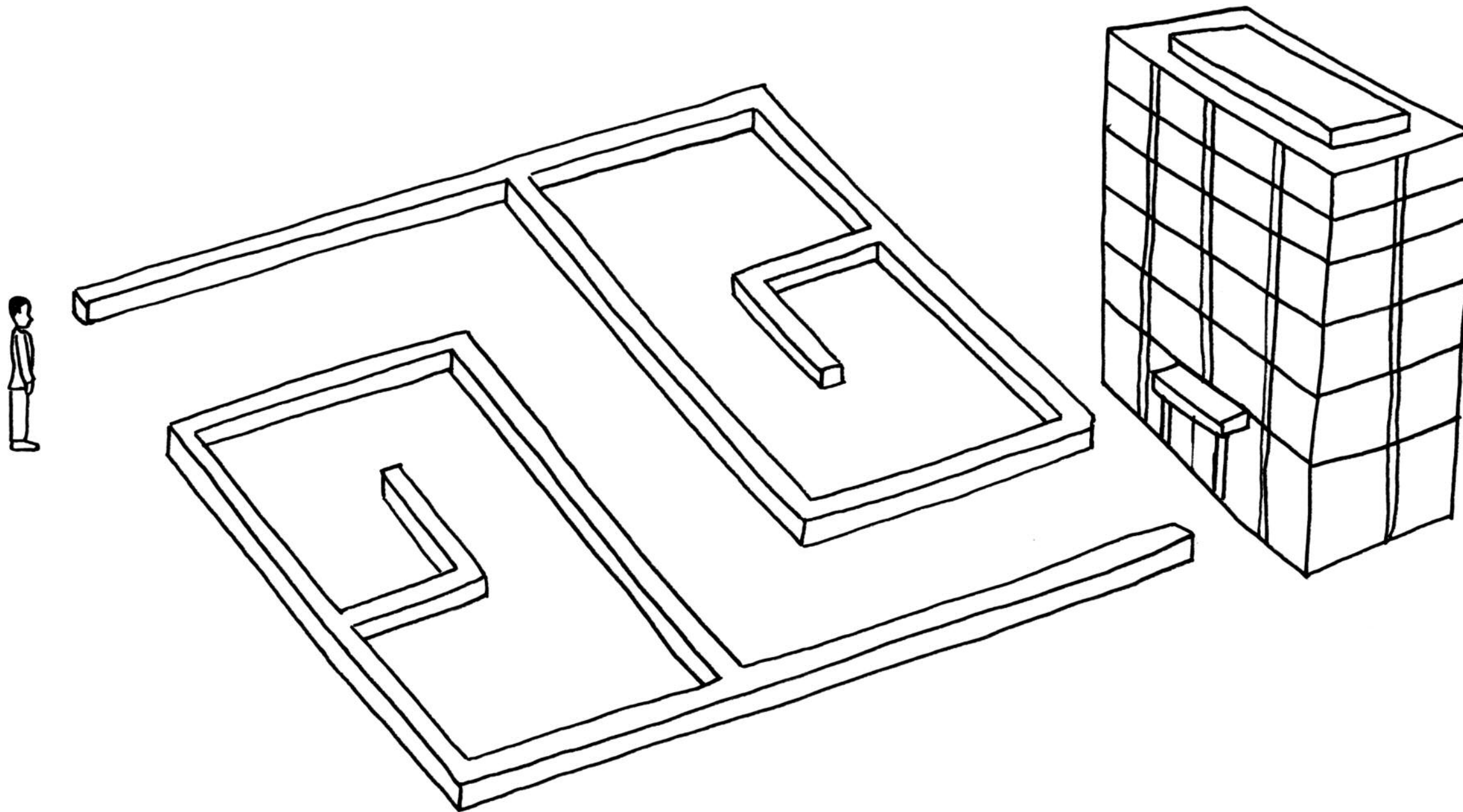
Successful companies employ successful individuals but it is only when employees' personal goals are aligned with corporate objectives that the magic starts to happen. Learn how one company saw a 20% sales increase in a shrinking market and how another organisation achieved a 330% sales improvement in just nine months. A coaching style of management results in improved business performance.



### **JEREMY CASSELL & TOM BIRD** *Making Sales Success a Sure Fire BET*

In the current economic climate, when the customer is interested in value for money and is under budgetary pressure, it is critical to focus on the fundamentals of successful selling. The BET model is a powerful three-step model based on what really works in selling. By learning the three key psychological principles, you can turn sales from a gamble into much more of a certainty. Discover how your beliefs impact your sales success and acquire practical tips on how to overcome beliefs that limit you.





# Finding your ideal job just got a whole lot easier

On our site you'll find a host of tools interview training and cv tips. We also offer jobseekers advice and industry insight from our new Telegraph Jobs editor Louisa Peacock. Visit [telegraph.co.uk/jobs](https://www.telegraph.co.uk/jobs) - your perfect job could be just a click away.

CORPORATE MEMBERSHIP OF THE ISMM

The ISMM corporate package was designed to provide a range of benefits to support the development of a professional sales culture within organisations. It is supported by many major leading companies, organisations and educational establishments, many of which encourage their people to gain ISMM qualifications.

The benefits of ISMM corporate membership

- Public commitment to professional sales and use of the ISMM logo
- Special wall plaque, declaring support of the ISMM objectives
- Two days of consultancy tailored to your specific needs, based on increasing performance, knowledge and skills
- Endorsement of your training programmes (subject to certain conditions)
- Opportunity to sponsor and host an ISMM Executive Forum
- Ten individual memberships (additional members at a special fee)
- Tickets to SUCCESSFUL SELLING, the ISMM annual conference
- Excellent promotional opportunities
- Full page advertisement in *Winning Edge*, the ISMM 48-page glossy magazine produced especially for the sales profession
- Opportunity to promote products or services to ISMM members via the member benefit programme
- Tickets to the ISMM executive forums
- Nominations for BESMA (British Excellence in Sales & Marketing Awards) plus two tickets to the London awards ceremony



Your channel to sales success

JOIN THE ISMM today to take advantage of the range of important benefits to support and help you to increase your sales success



The Institute of Sales and Marketing Management (ISMM) has been representing the interests of the sales profession and providing practical support to sales people and organisations for 100 years.

Our focus is your focus: successful selling. It is our aim to equip and empower every member of the ISMM. Our education and events divisions offer access to some of the best trainers and consultants in the country. All ISMM qualifications are approved by the government's regulatory body for education. We also offer a range of practical benefits to help members achieve their goals.

Raising the profile of the sales industry is a primary objective of the ISMM – seeking recognition for the positive impact that it has upon the economy.

Whether a lone sales executive or part of a team, you are at the forefront of business success and we're right behind with support and empowerment.

We are committed to increasing the professionalism and ethical standards of the sales profession, and in our dealings with people and towards the environment, we follow a policy that's relevant and worthy of its members.

MEMBER BENEFITS...

- Professional recognition. Use of initials and ISMM logo
- CPD (Continual Professional Development), support and recognition for your personal sales development
- Membership certificate
- *Winning Edge* magazine, keep up to date with development in the sales profession
- 24-hour legal help service for you and your family
- Regional Business Success Seminars with carefully selected speakers to improve your knowledge and sales performance
- Professional sales advice line on 01582 843266
- Wide range of discounts including major ISMM Events
- Special monthly e-newsletter
- Executive forums. Free, full day high level training for senior staff to increase sales management performance
- Access to member section of the website, providing reports, information and other benefits
- Success Selling TV, monthly ISMM news and access to 100s of free on line sales training videos
- Free nominations to British Excellence in Sales & Marketing Awards (BESMA)
- Membership card, recording your CPD points and legal helpline contact details



Becoming a member of the ISMM confirms your professionalism and opens up a range of benefits to support and help you to improve skills, knowledge and sales performance.

For further information call Susan Challenger on 01582 840001 or email [schallenger@ismm.co.uk](mailto:schallenger@ismm.co.uk)



Mr/Mrs/Ms  First name(s)

Surname  Date of birth

Home address

Number of years in sales  Tel  E-mail

**A Direct debit** Annual fee £98.00 ☐ or quarterly £27.00 ☐ + £23.50 registration fee

Instruction to your Bank or Building Society to pay by Direct Debit

Name(s) of Account Holder(s)

Originator's Identification No.

Ref No.



Bank/Building Society account number

Branch Sort Code

Name and full postal address of your Bank or Building Society

**Instruction to Bank or Building Society**

Please pay the Institute of Sales & Marketing Management Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with the Institute of Sales & Marketing Management and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

**B Credit card** Annual fee £108.00 + £23.50 registration fee

Please charge my ☐ Visa ☐ Mastercard ☐ Delta ☐ Eurocard ☐ Switch Card

Card no:

Card expiry date:  /  Switch issue no:  Security code no:

I authorise the ISMM to debit my card account with the amount applicable on an annual basis until further notice and understand that I will be notified in writing should the amount or payment date be changed.

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**“** I've been a member of the ISMM for nearly 40 years and would recommend anyone who is considering and planning a career in professional selling to join this excellent organisation. The investment I made in the reasonable fees have been repaid over and over. REG EVERETT

**“** I have attended a number of seminars and can recommend them. There are always good things to pick up and learn. Very often they have motivational speakers and we all need some of that from time to time! SIMON HUGHES

**“** As an 'up and comin' executive, aspiring to directorship status, being a member of the ISMM has given me professional support and certainly added kudos to my job.

IAN STEPHENSON FINSTSM

**“** I would just like to say how delighted I am that I was awarded a Fellowship, I must say it gave me quite a buzz. I can assure you it will be put to good use and give me the platform for sales training that I lacked before.

PETER C SMITH

**“** Thank you for another excellent event. The seminars, magazine and the other support I have received has had a significant measurable impact on my sales results and it also feels easier to sell.

MARTYN RICHARDSON

# The highest accolade



## IMPROVE your organisation's sales performance by nominating your high achievers for a BESMA award

**I**f you need to improve your organisation's sales performance, there is one important and powerful thing you can do – nominate them for a British Excellence in Sales & Marketing Award (BESMA). Organised by the ISMM, BESMA represents the UK's highest level of recognition for outstanding sales achievement.

The very act of entering BESMA has a hugely beneficial effect on a team or individual, especially if they are nominated by their line manager or higher.

Nominees associate themselves with the best in the UK; they reflect on and reassess their performance, comparing themselves with the best sales practice.

The impressive BESMA trophies are presented during a superb black tie event on 26th May 2011 at the Lancaster London, Hyde Park, W1, in the presence of hundreds of the UK's top sales and marketing professionals. Without doubt the BESMA awards mean a great deal to the sales profession.

As the names are read out, the winners and their supporters erupt with a mixture of emotions, mostly pride, that their hard work has been recognised at national level.

Following the success of previous years, the awards ceremony promises to be another fantastic opportunity to mark the many successes achieved by individuals and companies and a celebration of the sales profession.

## 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

### 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





### BESMA Medal winner

Each year the ISMM presents the ISMM's highest award, the BESMA Medal, to an individual from the world of selling who has made a major contribution to the development of the sales profession. The 2010 medal was awarded to Tony Hughes, CEO of Huthwaite International, a man who has a real passion for sales

excellence on a global scale. A regular speaker at conferences and seminars, he is recognised as a true thought leader in our industry, and continues to work closely with client organisations worldwide in reinforcing the importance of sales.

It is no surprise therefore that his company, a world leader in sales skills improvement, achieved the Queen's Award for Enterprise International Trade in 1999 – and again in 2008 – after achieving phenomenal growth of 138% over the previous three years.

All of this is underpinned by the company's unrivalled 30-year heritage of research into sales best practice, which resulted in the world-renowned SPIN® Selling model and, most recently, in the launch of a Virtual Training Campus, once again reinforcing the company's reputation for practical innovation.

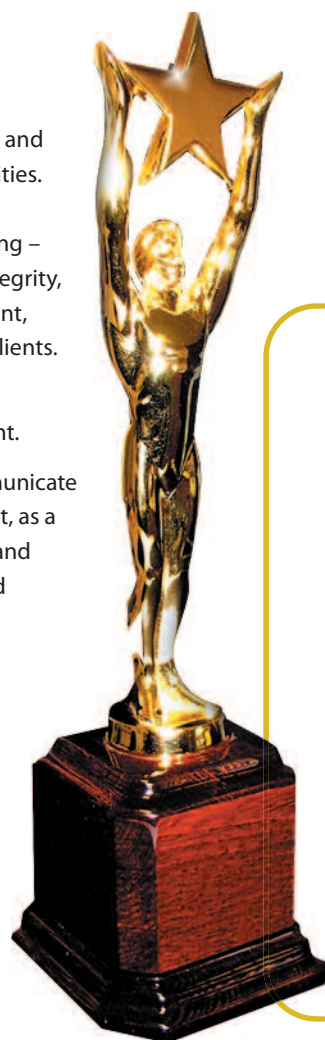
### BESMA sponsorship opportunities

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.

Companies are invited to sponsor one of the categories in this exciting and enjoyable event.

Your decision to sponsor an award will communicate to your staff, customers and shareholders that, as a company, you are committed to supporting and delivering the highest possible standards and endorsing outstanding professional sales achievement.

The association of your brand with the BESMA awards will be a valuable addition to your marketing activity, raising the status of your company amongst key corporate decision-makers in leading organisations who participate in the event and business leaders who are made aware of the awards through our extensive national advertising and promotional campaign.



### Sponsorship benefits

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

- National press coverage – your logo will be included on our 16 advertisements in the *Daily* and *Sunday Telegraph*
- Promotion in *Winning Edge* magazine – each issue includes information on BESMA, accompanied by sponsor logos
- Advert in *Winning Edge* magazine – two full colour pages are available for you to use, whether through advertising or editorial
- E-newsletter advertising – you will have two free adverts in the ISMM's monthly e-newsletter
- Corporate branding – your logo will appear on every item of marketing generated from the ISMM during the sponsorship period
- BESMA logo – the BESMA logo can be used on your website and literature, aligning your brand's professional integrity with the best organisations in the world
- Get involved in the judging day – judging an award is an option for every sponsor.

### 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

# DEVELOP YOUR TEAM'S SALES SKILLS

THE ISMM's professional qualifications, available at colleges throughout the UK and abroad, provide the special skills and knowledge needed to succeed in today's dynamic business world



### Endorsed courses



ISMM endorsement is the badge of recognition for high quality sales training programmes. Displaying the logo on your training materials tells your customers that you adhere to professional standards and provides evidence that your sales training programme is well designed and delivered to a consistently high standard. As part of the endorsement process, we can also advise you on how to strengthen your course.

The ISMM will:

- Benchmark your training programmes against the highest quality sales training programmes.
- Review your sales course against the National Occupation Standards (NOS) for Sales.
- Review your quality assurance system to ensure that it is well designed, is delivered to consistent standards and meets the stated aims and objectives.

As an endorsed training organisation you will be entitled to use the Endorsed by ISMM logo on materials that promote or support your endorsed training programmes.

### Qualifications

ISMM has a wide range of government accredited sales qualifications, catering for levels 1-6, from an introduction to sales to director level.

Qualifications are available to centres in the UK and abroad.

The qualifications are referenced to NOS, developed in consultation with industry experts and leading sales focused organisations. The content of the qualifications is generic and applicable across all industry sectors.

The qualifications are unique in that they are adaptable and can be tailored to fit a particular industry. Assignments are set for learners to investigate areas of the syllabus in the context of the organisation and industry in which they work.

To become an accredited centre it is necessary to meet quality assurance requirements. Once approved, you will be able to deliver ISMM qualifications.

For further information call the education team on 01582 843260 or email [education@ismm.co.uk](mailto:education@ismm.co.uk)



TO NOMINATE FOR BESMA OR TO FIND OUT MORE...

Email [jkelly@ismm.co.uk](mailto:jkelly@ismm.co.uk) Visit [www.besma.co.uk](http://www.besma.co.uk) Call June Kelly on 01582 840001





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Alex Brook

There's more to our events than meets the eye...



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NOTES:

## Action list from SUCCESSFUL SELLING 2010

Key action point
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Put these into practice and see your sales soar!





follow us on  
**twitter**  
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come and visit us at  
**Successful Selling 2010**

## **SALES MANAGEMENT EXPO**

15th & 16th June 2011

Ricoh Arena, Coventry

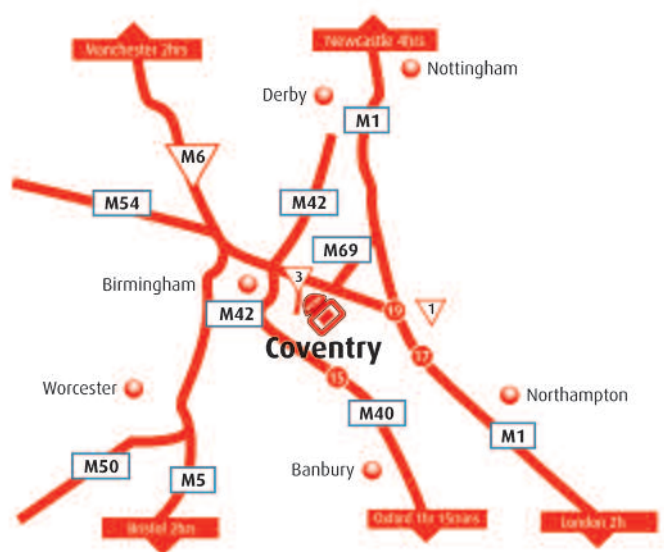
your hot lead for  
sales success



in partnership with

**ISMM**  
The Institute of Sales & Marketing Management

[www.salesmanagement-expo.co.uk](http://www.salesmanagement-expo.co.uk)



For exhibiting information please contact our sales department on 01727 738700