

→ Selling More, Selling Better and Creating Value in B2B Markets

Develop best practice in Account Management and Business Development and ensure your client's continued loyalty.

Most companies are facing increasing pressure from competition and are also finding it harder to find the right strategy and tactics to deal with this.

The standard sales manual and training just does not seem to work anymore. You are continually told that you must reduce your price, therefore reducing your margins, or you will lose orders. It is more and more difficult to keep and grow existing customers. You might have a good strategy, but it can be hard to align your team and sales processes to execute it.

How to succeed?

To succeed, relationships are vital, but you also have to make sure that you create a 'no excuse' sales environment; no excuse for the client not to buy from you and no excuse for your sales people not to sell to them. How can you do this?

During this business breakfast meeting, we will look at how to build your own sales organization today. The key elements, tools and methodology that will be used during the breakfast are taken from the **"Booster Programme" at Management Centre Europe (MCE)**. The Booster Programme develops the best practice of Account Management and Business Development to ensure your client's continued loyalty. The Booster Programme is also the essential toolkit for gaining new clients in existing markets or new market expansions.

The MCE Business Breakfast session will cover :

- Typical problems sales teams face today
- The Booster Programme: Creating a "no-excuse" culture
- It's all about relationships
- How to add value doing the selling cycle
- How to influence decisions in your favour versus your competitor in order to win more orders
- Open forum, including exchange of your own experiences

This breakfast event is relevant for Sales & Marketing VPs and Sales Directors in international companies and organizations



MCE's Sales Expert at the Event will be Mr. Mike Englander

Mike brings over 30 years of worldwide experience in B2B sales and channel management working in companies such as Dianippon Screen and HP Indigo Europe. His specialty is to help sales and marketing teams overcome business development challenges by strategy alignment. With his experience, Mike developed the "Sales Boosting Programme" as an enabler for rapid sales growth in B2B markets where he helps teams connect the right people with the right knowledge at the right time, so that opportunities can be identified and acted upon.



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