

Be inspired, informed and motivated

Book before 31st August and **SAVE £20!**

SUCCESSFUL SELLING 2011

THE UK'S LEADING SALES CONFERENCE

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



Break-out seminars

All delegates will benefit from eight keynote speakers PLUS a choice of seminars, making the event tailored to your specific needs



WILL HOLDEN
Motivation for Change and Unstoppable Performance



NIGEL MORGAN
How to Sell with Social Media



ANDY HANSELMAN
Forget CRM, Think MCR! Maximise Your Customer Relationships



IAN LUXFORD
Sales Through the Looking Glass



CAROLE SPIERS
Manage Stress and Reach Your Full Sales Potential



MARK MCCARTHY
Sales Transformation: An Urban Myth?

Fantastic value!

To book these world-class speakers would cost your organisation thousands of pounds... See a whole host of world-class sales talent from just £196 in one fantastic day at **SUCCESSFUL SELLING!**

The ticket price includes:

- 8 keynote presentations
- 3-course sit-down lunch
- Free on-site car parking
- Book 10 places, get 1 FREE!
- Sales Expo – the UK's only Sales Exhibition
- Break-out seminar of your choice
- Refreshments
- Valuable networking opportunities
- ISMM members save over £50

"Fantastic speakers – I would recommend Successful Selling to anyone in business" – GSK

"A must for everyone in sales." – BARCLAYS

[Book now](#)

[Find out more](#)

Thursday 20th October

Jaguar Hall, Ricoh Arena, Coventry

EARLY BIRD OFFER!

Book before 31st August and **SAVE £20 per ticket!**

- ★ ISMM Member rate ~~£216~~ + vat £196 + vat
- ★ Standard rate ~~£268~~ + vat £248 + vat

[Book now](#)

Keynote speakers and agenda

8am Doors open

Registration, visit sales expo, networking

9.15am Conference begins

DON HUTSON

Sales Negotiations – Sell Value, Not Price!



DR GRAEME CODRINGTON

Value-based Selling That Really Connects



10.40am-11.15am Coffee/tea

Visit sales expo, networking

SHARON DREW MORGEN

Selling Doesn't Cause Buying



MICHAEL PORTILLO

The Importance of Selling in Today's Economy



12.30pm-1.45pm Lunch

Visit sales expo, networking

Break-out seminars

(see box on left for details)

GAVIN INGHAM

Wow Your Clients Through Great Sales Presentations



ALICE BEER

What Makes an Ethical Sale?



SEAN McPHEAT

eselling: How to Use the Internet for Prospecting, Personal Branding, Networking and Engaging the C-Suite Decision Maker



GUY BROWNING

Tantric Marketing – A Fresh Look at Positioning



5pm Close

Visit sales expo, networking

Visit www.ismm.co.uk or call June Kelly on 01582 840001 to book your places