

SUCCESSFUL SELLING 2011

The UK's 1st exhibition for the sales profession **expo**

sponsored by **Sage CRM Solutions**
Communicate | Collaborate | Compete

Welcome to Expo

Welcome to the Successful Selling Expo. The ISMM is delighted to be launching an exhibition on the back of our annual conference for the first time.

The sales profession is becoming better recognised for its contribution to the UK and global economies and the importance of having well trained and highly skilled individuals in these positions has never been more important.

Successful Selling has helped to provide an environment where sales professionals can be inspired by fantastic speakers and thought leaders in the world of sales and business. We are now in a position to create an environment where sales management can look at all the latest products and services on the market in one place, helping them to take a day out of the office to meet suppliers and review new technologies.

Successful Selling and Successful Selling Expo will now become the most important event for any sales manager, a place where sales people meet, network, exchange best practice and look for new partners, making it an invaluable part of the professionalisation of sales.

The ISMM are massively excited about this exhibition and would also like to thank exhibition organisers Lincoln West and media partners www.thesalespro.co.uk for their contribution to Successful Selling Expo.



Ben Turner, Head of Sales, ISMM

media partner



organised by

LINCOLN WEST
EXHIBITION CONSULTANCY

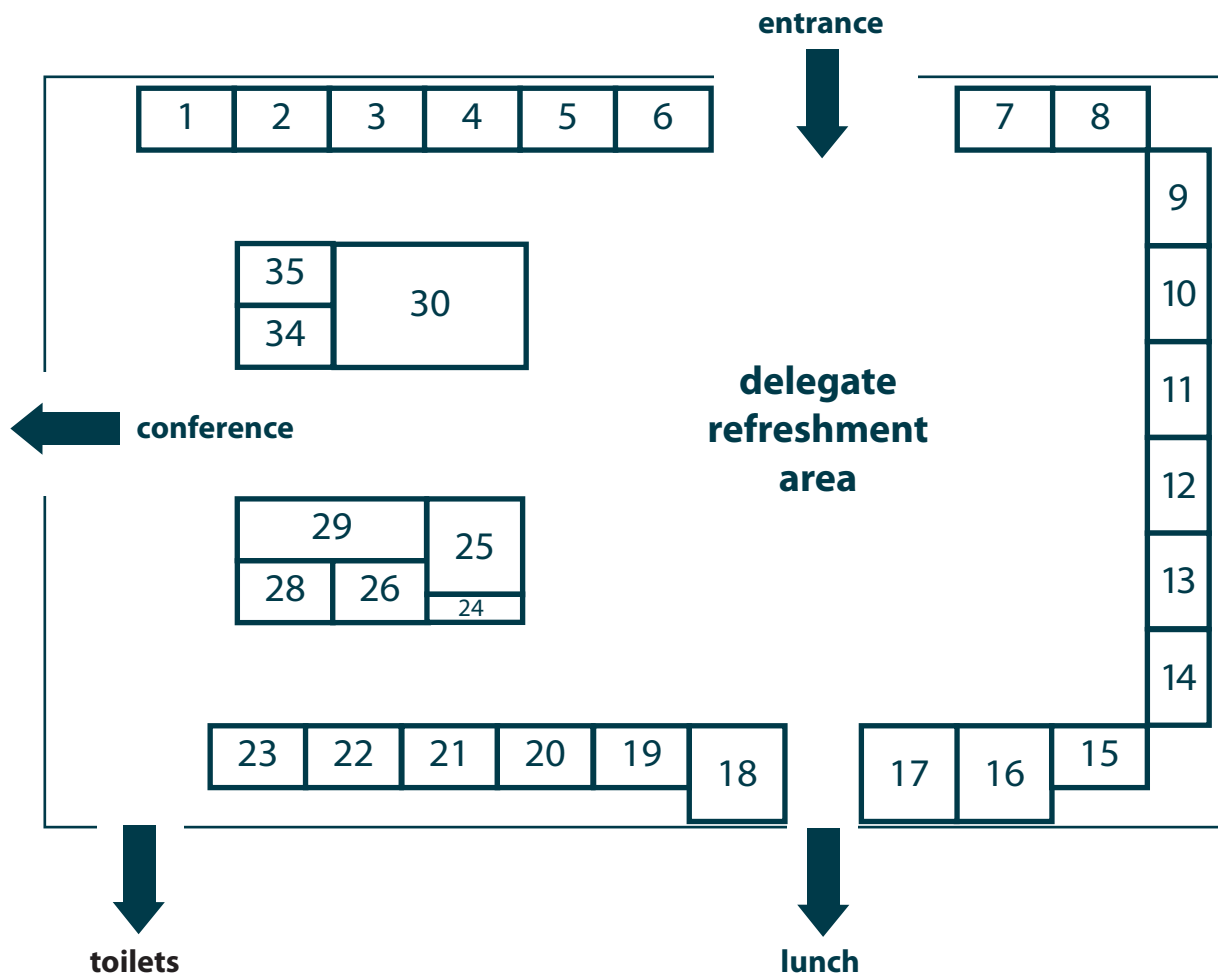
in association with



SUCCESSFUL

The UK's 1st exhibition for

Hall plan



with thanks to
ellis · salsby
a flexible approach to venue finding
& event management

FREE Workshops in The Legends Lounge

11am Growth Engineering

3pm Shark Finesse

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LINCOLN WEST
EXHIBITION CONSULTANCY

SELLING 2011

the sales profession **expo**

Directory

■ Advanced Selling Skills Academy Ltd

Tel: 0845 1259098
Web: www.as-sa.co.uk
Business Activity: Sales Training, Sales Consultancy, Sales Technology, Education & Qualifications
Stand Number: 18

■ CACI Limited



CACI

Tel: 0121 788 5900
Web: www.caci.co.uk/fieldforceplanning
Business Activity: Field Force Planning Software
There are fundamental questions that companies need to address to increase the efficiency of their field team: Where should they call? How many people are needed? Who should cover each call? When should the call be made? CACI have the solutions, experience and expertise to answer all of these questions, and deliver significant benefits to any field force.
Stand Number: 11

■ Cambridge Professional Academy



Tel: 01223 221934
Web: www.professionalacademy.com
Business Activity: Sales Training
Cambridge Professional Academy is the UK's leading provider of ISMM courses for sales professionals at all levels; from individuals new to sales, through to the more experienced sales person and onto Executive Sales Managers and Directors. Our flexible mode of study means you can start at any time and anywhere.
Stand Number: 8

■ Carole Spiers Group

Tel: 020 8954 1593
Web: www.carolespiersgroup.co.uk
Business Activity: Sales Training
Stand Number: 2

■ The Company Coach Ltd

Tel: 01483 766770
Web: www.companycoach.co.uk
Business Activity: Sales Training
Stand Number: 13

■ Fortis Events Ltd

Tel: 01295 671918
Web: www.fortisevents.com
Business Activity: Incentive & Motivation Services, Hospitality & Events
Stand Number: 7

■ Grass Roots

Tel: 01442 829344
Web: www.grassroots.uk.com
Business Activity: Sales Training, Incentive & Motivation Service, Research
Stand Number: 15

■ Growth Engineering Ltd

Tel: 01753 840 331
Web: www.growthengineering.co.uk
Business Activity: Sales Training, Sales Technology, Education & Qualifications
Create your own sales academy to drive sales and margin. We deliver a blended learning solution by building your online learning platform and combining the cost savings from eLearning with high impact workshops to practice and embed skills. We provide sales healthchecks, competency frameworks and an ISMM accredited eLearning library.
Stand Number: 12

■ Guy Browning

Web: www.smokehouse.co.uk
Business Activity: Sales Consultancy
Stand Number: 3

■ The Holst Group

Tel: 0845 456 4000
Web: www.holstgroup.co.uk
Business Activity: Psychometric Testing
Stand Number: 10

■ ISMM

Tel: 01582 840001
Web: www.ismm.co.uk
Business Activity: Association
Stand Number: 34

■ ISMM Education

Tel: 01582 843260
Web: www.ismm.co.uk
Business Activity: Association
Stand Number: 35

■ LoveMediaSales.com



Tel: 020 7476 8988
Web: www.lovemedia.com
Business Activity: Sales Training, Sales Consultancy, Lead Generation, Research
Stand Number: 26

■ Lincoln West

LINCOLN WEST
EXHIBITION CONSULTANCY

Tel: 01732 525950
Web: www.lincolnwest.co.uk
Exhibition Organiser, Project Management, Stand Design & Build
Stand Number: 1

■ Maximizer Software Ltd



Tel: 0845 555 99 55
Web: www.max.co.uk
Business Activity: CRM
Stand Number: 19

■ MTD Sales Training



Tel: 024 7623 3151
Web: www.mtdsalestraining.com
Business Activity: Sales Training
Stand Number: 23

■ OneSource

OneSource
an **infogroup** company

Tel: 0207 3828800
Web: www.onesource.com
Business Activity: Sales Technology, Lead Generation
Stand Number: 5

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Directory cont...

■ Oracle

ORACLE

CUSTOMER RELATIONSHIP MANAGEMENT

Tel: 0118 924 0000
Web: www.oracle.com
Business Activity: CRM, Sales Technology
Stand Number: 29

■ PhoneCoach



Tel: 01323 765111
Web: www.phonecoach.com
Business Activity: Live Call Recording, Recording Roleplay Equipment
Live Call Anytime – record outbound calls from any phone (without live call equipment) to help coach your staff. From £2.50/day. Portable range of telephone training/recording equipment. Give delegates immediate feedback and see them dramatically increase confidence and skills. For up to 12 at a time. Hire or buy.
Stand Number: 6

■ Red Recruitment Ltd

Tel: 0208 971 8287
Web: www.redrecruitment.co.uk
Business Activity: Sales Recruitment
Stand Number: 21

■ Sage (UK) Ltd



Sage CRM Solutions
Communicate | Collaborate | Compete

Tel: 0845 111 9988
Web: www.sagecrm.com
Business Activity: CRM
Stand Number: 30

■ Sales Team Focus Ltd

Tel: 01903 733668
Web: www.salesteamfocus.com
Business Activity: Sales Training, Sales Recruitment, Psychometric Testing
Specialists in:
– Sales-specific Psychometrics
– Performance Improvement Programmes
– Training Needs Analysis
– CV & Candidate Screening Services

– Recruitment & Assessment Days
Stand Number: 14

■ SalesAssessment.com

Tel: 0207 078 8818
Web: www.salesassessment.com
Business Activity: Sales Assessment
Stand Number: 20

■ Sewells

Tel: 01244 681068
Web: www.sewells.com
Business Activity: CRM, Sales Training, Incentive & Motivation Service
Stand Number: 4

■ Shark Finesse Ltd



Tel: 01256 338646
Web: www.sharkfinesse.com
Business Activity: Sales Consultancy, Sales Technology
In today's sales climate it can easily be "NO". All that effort for the customer to do nothing. Why not get a "YES" instead. Shark business case creation software helps your sales team to overcome the no decision buyer, by proving the value of your solution, prompting in depth discussions, as well as doing all the maths. Come and find out more about our unique offering at our seminar!
Stand Number: 25

■ Sharon Drew Morgen

Tel: +1 512 457 0246
Web: www.newsalesparadigm.com
Business Activity: Sales Training
Stand Number: 28

■ SugarCRM



Tel: +49 (0) 89 921 85288
Web: www.sugarcrm.com
Business Activity: CRM
SugarCRM is the world's leading provider of open source customer relationship management (CRM) software. Over 7,000 customers and more than half a million users rely on SugarCRM to execute marketing programs, grow sales, retain customers and create custom business applications.
Stand Number: 16

■ TACK International



Tel: 01923 897 900
Web: www.tack.co.uk
Business Activity: Sales Training, Sales Consultancy
TACK International is the longest established brand in business skills training. Designing and implementing results-oriented solutions that work for our clients has been our focus for more than 60 years. We call this integrated approach 'Before, During and After' which reflects the three key success factors for every development initiative.
Stand Number: 17

■ U.S. Learning

Tel: +1 901 767 5100
Web: www.uslearning.com
Business Activity: Sales Training
Stand Number: 22

■ Vecta Sales Solutions



Tel: 0114 2622033
Web: www.vecta.net
Business Activity: CRM and Sales Technology
VECTA is the leading Sales Intelligence & CRM provider to businesses seeking to increase growth, efficiency and profitability. Providing instant access to critical sales information where and when needed and in an intuitive, easy-to-use way, VECTA empowers and dramatically improves productivity of sales teams in Wholesale, Manufacturing and Distribution Organisations.
Stand Number: 9

■ www.thesalespro.co.uk



Tel: 01732 525940
Web: www.thesalespro.co.uk
Business Activity: Media
Stand Number: 1