

## Do not accept the **crisis** as an **excuse** for dramatically slumping Sales Figures!

Horizons Development in partnership with Infoteam Bulgaria invite you to a half-day workshop

### **MEASURE AND MANAGE SALES SUCCESSFULLY**

We will look at the challenge of today's sales from a **strategic point of view** and discuss:

- ◆ why companies should have a well documented sales process;
- ◆ "the right" sales process for your company;
- ◆ qualifying, measuring, and managing the company's sales funnel;
- ◆ coaching of sales staff - reduce skill deficits;
- ◆ win-loss analysis - learn for future projects;
- ◆ the management's part in the sales process.

#### **Who is the workshop for?**

CxOs

General Managers

Marketing and Sales Managers

#### **Language**

English

#### **Participation fee**

**€49** per participant

#### **Details**

September 24, 2009

9.00 -13.00 h

Silver House Hotel, Sofia

[www.hotelsilverhouse.com](http://www.hotelsilverhouse.com)

#### **To apply please contact**

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#### **Trainer:**

### **Martin Rajsp**

*Mr. Rajsp is an internationally recognized professional with over 15 years of sales, management and consultancy experience. He has taken various leadership roles in the areas of general management, sales management and project management. His projects and assignments include organizational restructuring and setting up sales channels, implementing international sales and marketing strategies, coordination of sales activities at CEE level.*

*Major management positions and achievements include: General manager at **Tornado Systems Bulgaria**; Country Manager at **EMC Computer Systems, Austria**, where he tripled the revenues within five years and made the company #1 in Austria; Director Indirect Sales at **Fujitsu Siemens Computers, Vienna, Austria**; Channel Sales Manager at **3Com GmbH, Vienna, Austria** and others.*

*Martin is also an Assistant Professor at the University of Applied Sciences in Salzburg, Austria, for **process management** and a Lecturer for Business Circle Management Fortbildungs GmbH, Vienna, Austria.*