



AIMSE INTERNATIONAL ROUNDTABLE DISCUSSION

Wednesday 26 May 2004 at 6pm

BEING A BUSINESS PARTNER NOT A SALES PERSON

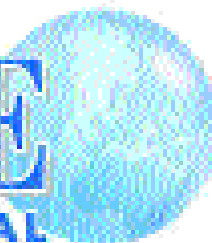
REGISTER NOW

Senior level clients are different - they do not value typical sales calls, espousing the endless features of a latest product.

In this roundtable discussion you will hear from a business development professional who will give you tips and tools to help you be a trusted business partner not a sales person.

This event is aimed at those who sell to senior professionals - directly to pension funds or to consultants.

Venue: AVIVA plc
St Helens
1 Undershaft
London EC3P 3DQ



BEING A BUSINESS PARTNER NOT A SALES PERSON

6.00 Registration & coffee

6.30 Being a Business Partner not a Salesperson

Research into world-class sales organisations has resulted in a set of skills you have to master in order to make the leap from salesperson to business partner. From this session you will take away practical techniques to:

- Learn how to engage senior level clients in meaningful conversations about their business issues and challenges
- Uncover your clients' business needs and how to build and present your solution to them
- Hear how to educate your clients, not only about your solutions, but also about industry trends and major events in their market place

High performing salespeople go beyond managing the sales process and closing deals. To senior level clients they are trusted advisors – people who clients call when they are in need of information, counsel or even a sounding board. They are more likely to create a network of high-level contacts and business referrals. Consequently, they make larger sales, more frequently, over longer periods of time.

Speaker – Mike Spurling – Forum Europe

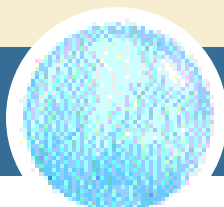
Mike is Head of Learning Services and Senior Vice President of Forum Europe. He is responsible for growth and profitability and in his capacity, Mike plays a front line role in business development activities and consultancy services for clients worldwide.

Moderator – Anna Edgeworth – George Wimpey

Anna Edgeworth is Group Human Resources Director at George Wimpey PLC, the UK's largest housebuilder. She is Chairman of the Trustees of the George Wimpey Pension Scheme.

Anna is currently Chairman of OPAS, the Pensions Advisory Service and is currently a member of the Government's Employer Task Force on Pensions.

7.30 Drinks & canapés



REGISTRATION

AIMSE INTERNATIONAL ROUNDTABLE DISCUSSION BEING A BUSINESS PARTNER NOT A SALES PERSON

3 EASY WAYS TO REGISTER

- (1) Post: AIMSE International
7 Holyrood Street
London SE1 2EL
- (2) Fax: +44 (0)20 7357 0124
- (3) Email: aimse@grcomms.co.uk

TERMS & CONDITIONS

ARE YOU REGISTERED?

If you have not received a confirmation before the event please telephone **+44 (0)20 7357 0070** to confirm. With variable postal conditions your booking may be held up on its way to us, or your confirmation delayed in a similar way.

VAT

Under EU Customs & Excise regulations delegates from all countries are required to pay VAT on any event taking place in the EU.

CANCELLATION

All cancellations must be received in writing. Cancellations received 14 working days before the event will be issued with a refund less a 10% (+VAT) service charge. Cancellations received between 14 and seven days before the event will be issued with a refund less a 50% (+VAT) service charge. It is regretted that no refunds will be made or invoices cancelled after this date. Substitutions are welcome at any time.

DISCLAIMER

It may be necessary for reasons beyond the control of AIMSE International to alter the content and timing of the programme or the identity of the speakers.

CONTACT INFORMATION

AIMSE International
7 Holyrood Street
London SE1 @EL
Tel: +44 (0)20 7357 0070
Fax: +44 (0)20 7357 0124
aimse@grcomms.co.uk

Please include all details below

(Dr/Mr/Mrs/Miss/Ms) Name: _____

Position: _____

Company: _____

Address: _____

City/Post Code: _____

Country: _____

Telephone: _____

Fax: _____

Email: _____

FEES

- | | | |
|--------------------------|-------------------------|----------------|
| <input type="checkbox"/> | Member Delegate Fee | £60.00 inc VAT |
| <input type="checkbox"/> | Non-member Delegate Fee | £75.00 inc VAT |

Enclosed is my cheque for £..... payable to AIMSE International.

Bank Transfer: To pay via bank transfer, please tell your bank to include the event code **RT0504** and the delegate's name in the transfer instructions.

Transfers should be made to: Lloyds Bank TSB, Knightsbridge Branch
Po Box 633, 79/81 Brompton Road,
London, SW3 1DD

Account Name: AIMSE International **Account Number:** 0950527

Sort Code: 30-94-81 **Swift Code:** LOYDGB2L

**Please fax a confirmation of your bank transfer to AIMSE International
on +44 (0)20 7734 1132**

I wish to pay by credit card, my details are:

Card Number:

Expiry Date:

Please note: We do not accept Diners Card

Signature: _____

