

Join Sales Excellence in the Boardroom Platform with 5 'Diner-Debate' Evenings with Top Speakers

- Five management meetings in an inspiring location, from 18:30 till 22:30
- Top key Note Speakers, with hands-on experience in organising sales forces
- Interactive debate with ample occasion to network during a walking dinner

Key Note Speakers & Topics for the Academic Year 2011-2012



Dirk Van den Berghen - Executive VP & Chief Sales Operations - LMS International
"Changing Business Strategies" - Case: Alcatel & LMS in China – October 10th 2011



Dirk Verwimp - Global Sales Director – Sarens - November 7th 2011
"A Road Map for Global Sales Management"



Fred Duterne - Director Business Development – Cegelec - February 13th 2012
"International Key Account Management: Acting Global & Local"



Roger Vandeplas - VP Sales - Vasco Data Security – April 2012
"Introducing Cost Efficiency in Sales Operations"



Vincent Werbrouck - Chief Sales & Marketing Officer - Magotteaux Intl - June 2012
"Challenges for a Sales Organisation"

2nd evening on Monday, November 7th 2011

"A Road Map for Global Sales Management"

Dirk Verwimp - Global Sales Director – Sarens - November 7th 2011

Agenda: 18:30 Welcome drink
19:15 Key Note Speaker - Dirk Verwimp - Sarens
20:00 Break with a Glass of Wine
20:15 Interactive Debate on Road Maps for Global Sales Mgt
Moderator: Frank Robeyns
20:45 Reception – Walking Dinner

Location: Salons De Romree
Beiaardlaan 31 – 1850 Grimbergen



Fax your Registration Form to +32 (0)16 - 46 80 19

- ☐ **Yes**, I want to subscribe to the 'Sales Excellence' meeting with
Mr. Dirk Verwimp on November 7th.
Your investment: 175 EUR + VAT.

Company: _____

Address: _____

Participant : _____

Function: _____

Mobile: _____ E-mail: _____

Exclusive on personal invitation for CEO's, Directors of Sales and MT Members. Payment after receipt of invoice