

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 in 43 Countries"



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"

First evening on Monday, October 10th 2011 **"Changing Business Strategies" - Case: Alcatel & LMS in China** *Dirk Van den Berghen - Executive VP & Chief Sales Operations - LMS Intl.*

Agenda: 18:30 Welcome drink
19:15 Key Note Speaker - Dirk Van den Berghen - LMS
20:00 Break with a glass of wine
20:15 Interactive Debate on Business Strategies
Moderator: Frank Robeyns
20:45 Reception – Walking Dinner

Location: Kasteel Gravenhof
Alsebergsesteenweg 676 – 1653 Dworp



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

Yes, I want to subscribe to 'Sales Excellence' for the Academic Year 2011-2012.

- ☐ Personal Membership Fee : 790 EUR for 5 evenings with walking dinner
Possibility to invite an MT colleague for only 100 € per evening
- ☐ I subscribe only for the first evening and pay 180 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