

The Pareto Sales Society presents



The Sales Leadership Forum

18/07/2013 Wilmslow, Cheshire

ABOUT: THE EVENT

DO YOU WANT TO...

Discover the latest trends and developments in sales leadership and management from some of the leading industry experts in the world of sales?

Pareto is proud to present the latest Pareto Sales Society event, inviting a selection of our most valued clients to the exclusive Sales Leadership Forum. In recognition of our continuing partnership, we would like to offer you this opportunity to discuss, debate and challenge best Sales and Leadership practice in a unique setting, alongside industry leaders and featured guest speakers from the world of sales.

We are following the Sales Society, for those who wish to take part, with an Inter-Company Golf Challenge. We hope you can join us and if you would like to enter a team of 2 or 4 players please confirm when you register for the Sales Society event. This will be concluded with a BBQ, awards and drinks at the De Vere Mottram Hall Hotel, featuring a Championship golf course set in 270 acres of Cheshire's finest parkland and located one mile from the picturesque village of Prestbury. This particular venue is set to host the 2013 European Senior's PGA Championship.

DATE: Thursday 18th July
TIME/ VENUE: 9.30am til 1pm
(Sales Society-Pareto)

1pm til late
(Inter-Company Golf-
Mottram Hall Hotel)

PARETO ADDRESS: Church Street
Wilmslow
SK9 1AX



Pareto Law: The authority on sales, no less, since 1995.

THE PARETO EFFECT

BRYN THOMPSON
Sales Director
Pareto Managed Services

Bryn Thompson is Sales Director of Pareto Managed Services, the specialist division of Pareto which offers Assessment, Training and Accreditation specifically around sales and leadership skills. Bryn runs a high performance team who have vast experience and knowledge in their field, and also has extensive experience managing and leading sales teams over the past 20 years, working with a vast spectrum of businesses around the UK and overseas. Bryn opens the Sales Leadership Forum with an introduction around the trends, challenges and concerns facing sales leaders today.

TONY DOUGLAS
Director,
Edinburgh Institute

Tony Douglas leads the new Sales Institute within the Edinburgh Institute, delivering focused sales and marketing support to SMEs across Scotland. Having held a number of senior positions within the FMCG sector over the past 20 years, Tony now delivers Selling and Sales Management and Strategy modules in his teaching role within the Institute, alongside his mentor role for Scottish Business Gateway. Tony is currently studying for a Doctorate in Business Administration at Edinburgh Napier, specialising his research into SMEs and the sales process.

MARK O'KEEFE
National ITS Sales Director
IT & Professional Services
Ricoh

Mark O'Keefe currently holds the position of National ITS Sales Director for Ricoh, an innovative and trusted technology leader with a global presence and over 60 years of experience modernising work environments and delivering document efficiency. Mark boasts over 12 years experience working with Ricoh and particular expertise in managing and developing world-class sales teams. Mark will lead discussion and insight on the concept of leadership and the growth and development of sales coaches for the future of business.

SALES SOCIETY

With discussion and debate following the conclusion of each speaker, this is a highly interactive, dynamic and engaging event with ample opportunity for sharing ideas and exchanging experiences. You will leave with solutions and practical applications for overcoming some of the challenges facing businesses today, with ideas to drive forward your sales teams and ensure you are getting the most from your people. The event concludes with an optional round of golf at Mottram Hall, allowing for excellent networking opportunities as you enjoy the Inter-Company Challenge with drinks and a BBQ to finish off the day.

The Pareto Sales Society seeks to bring together the knowledge and experience of industry leaders to discuss, debate and deliberate issues impacting upon sales within the business marketplace. This exclusive society is available only to Pareto clients.

This is an exclusive event with limited capacity, so please visit:

<http://sales-society-sales-leadership-forum-july13.eventbrite.co.uk> to confirm your attendance, or contact us at info@pareto.co.uk for more information.