

PRESS INFORMATION ISSUED ON BEHALF OF:

The Institute of Sales and Marketing Management

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Leading business commentators speak out at ISMM's Successful Selling Coventry conference

Leading authorities and commentators on business issues - including workplace stress as well as sales skills - will be in evidence at this year's 'Successful Selling' conference, which takes place in the Jaguar Hall at the Ricoh Arena, in Coventry on Thursday 20th October.

At the conference, organised by the Institute of Sales & Marketing Management (ISMM), the UK's professional body for salespeople, Michael Portillo, the former Conservative Cabinet Minister who is now a well-known broadcaster, will explore 'The Importance of Selling in Today's Economy', outlining the sales profession's contribution to the economy - estimated at around £3 trillion per year.

Alice Beer, a BBC journalist and presenter of the consumer programme, Watchdog, will be discussing 'What makes an Ethical Sale?' In particular, she will be using her experiences as an undercover reporter to expose unethical business trading and promote the value of good sales practice.

Also among the conference speakers is Carole Spiers, who will also be launching her new book, 'Show Stress Who's Boss!' Spiers believes that workplace stress is caused by tougher workloads and fear of redundancy and that, by applying proven stress management strategies, companies can tackle the £7 billion loss which stress costs British business each year.

She said: "Stress is an increasing problem for every employer whose priority is to retain top talent and maintain turnover. Managers need to understand that stress can be, and often is, damaging to both the individual and the employer.

“Like any threat to business performance, it needs to be identified early and managed efficiently. Ignoring stress in the workplace results in poor talent retention and low morale.”

Among the other themes at Successful Selling are the secrets - as well as the benefits - of ethical, effective and professional selling.

Stephen Wright, Commercial Director of the ISMM, commented: “Every sales professional at every level, in every size of company, should benefit from the wealth of ideas on offer at Successful Selling. Not only is the event an excellent networking opportunity but the presentations and break-out seminars are designed to help every delegate increase their sales effectiveness.

“The importance of the sales profession is growing among UK business. Every delegate should leave the conference with new skills and learning to help improve their sales performance – in an ethical, efficient and professional way.”

Tickets for Successful Selling cost £268 for non-ISMM members and £216 for members of the ISMM. Tickets also include a three course lunch, parking and entrance to the Sales Exhibition, which is running alongside the conference.

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Notes for editors:

If you would like to attend the Successful Selling conference and/or interview any of the speakers, please contact Bob Little at Bob Little Press & PR (bob.little@boblittlepr.com and +44 (0)1727 860405).

A picture of Michael Portillo is available on request from Bob Little Press & PR.

A picture of Carole Spiers is also available on request from Bob Little Press & PR.

About Carole Spiers

A successful author and entrepreneur, Carole is a leading authority on corporate stress, her credibility being rooted in twenty years' success as CEO of a leading UK Stress Management Consultancy specialising in training and employee counselling. A high-impact, international motivational speaker, Carole is past chair of ISMA [the International Stress Management Association] and former President the London Chapter of the Professional Speaking Association.

‘Show Stress Who’s Boss!’ by Carole Spiers. ISBN 978-0-955038-03-7. UK £15. USA \$25. Distributed through Gardners to all good bookshops. Available on Amazon Kindle and other ebook formats. 261 pages. Fully illustrated.

About The Institute of Sales & Marketing Management

The Institute of Sales & Marketing Management (ISMM) is the UK's association for sales professionals. Founded in 1911 to promote standards of excellence in sales and sales management and to enhance the status and profile of sales as a profession, the ISMM supports, represents and promotes the sales profession. It has been the authoritative voice of selling and the custodian of sales standards, ethics and best practice for many years.

The ISMM is also responsible for establishing benchmarks of professionalism in sales. It is the only membership body recognised by the UK Government regulatory body Ofqual as an awarding organisation to offer qualifications in sales, marketing and sales management.

The ISMM's annual British Excellence in Sales & Marketing Awards (BESMA) are the most prestigious awards for the sales profession.

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