

# 2003 Executive Breakfast Briefings

## Coming Internationally

### World Class Sales Benchmark Briefings

September 15, 2003 - The Belfry, England

September 16, 2003 - London, England

September 18, 2003 - Helsinki, Finland

October 15, 2003 - Rome, Italy

November 5, 2003 - Dublin, Ireland

#### **PROGRAM OVERVIEW:**

Since September 2002, Miller Heiman has been hosting an invitation-based Executive Breakfast series in various U.S. and European cities. Entitled "Benchmarking Sales Excellence," the event reveals benchmarking research and methodologies used by leading companies to measure the effectiveness of their sales organizations against world class standards.

The keynote speaker is Howard Stevens, Chairman and CEO of The HR Chally Group, a leading provider of organizational development services. Interviewed by CNNfn, Bloomberg, and USA Today, Stevens is co-author of *Selling The Wheel* and instructs students at Columbia University Graduate School of Business on world class benchmarking strategies.

The 90-minute briefings focus on what's considered the most comprehensive, objective, and statistically valid sales research ever reported.

- Reflecting 8 years of research (1994 – 2002), "Benchmarking Sales Excellence" reveals major trends in sales, not just year-to-year fads.
- The research is data-driven, including in-depth quantitative and qualitative interviews, which provide 23,000 sets of ratings used to measure the performance of individual sales professionals and sales organizations against 15 different criteria.

- Based on 70,000 customer-based performance interviews statistically correlated against assessment results for over 300,000 sales professionals.
- The research is objective. It's based on the most valuable source of sales effectiveness data: customer decision-makers themselves.

### **WHAT THE ATTENDEES LEARN:**

- The 5 most important sales trends that will dramatically impact how your organization sells. These trends will clearly determine winners and losers in the coming years.
- The 8 Benchmark Practice Areas that differentiate the world's most effective sales organizations.
- Out of 7,200 sales forces assessed, why only a few are rated as "world class."

**For more information about the Executive Breakfast Briefings, contact Sarah Woodman at Miller Heiman:**

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