

**BREESE**<sup>®</sup>



## **AWARD WINNING SALES IMPROVEMENT COMPANY EXPANDS INTO EUROPE**

Sales and customer relationship development practice BREESE is set to take its award-winning Revenue Generation Map™ and sales improvement toolkit into Europe, following a distribution agreement reached with Netherlands based sales transformation organisation Coach and Commitments.

BREESE's Revenue Generation Map™ won the innovation category of the National Sales Awards in February, beating off strong competition from heavyweights such as Barclays Bank, Everest and Scottish Widows.

The map offers an unconventional approach to sales and customer relationship improvement by graphically demonstrating that it is a multi-functional, whole organisation issue, with ultimate responsibility resting firmly in the boardroom.

“We’ve never seen anything comparable to the BREESE toolkit in terms of the breadth and depth of the insights it offers into the diverse factors that influence sales improvement,” said Peter Rademakers – Managing Director of Coach and Commitments.

“BREESE doesn’t offer a sales process, it offers a radically different approach to the way organisations view the sales function and the role of many of the organisation’s departments in supporting it. We believe that the European market is ripe for this new way of working.”

“BREESE will be the method and toolkit that will enable Coach and Commitments to realise it’s new business strategy of being the premier sales transformation service company in The Netherlands and later Germany .”

It was witnessing the repeated failure of costly sales improvement programmes that spurred BREESE managing director Ian Irving into developing the BREESE methodology.

“The focus of these programmes tended to be solely on the sales function, when the reality is that the sales function can only be as effective as the quality of the support it receives from the top and across the organisation,” explains Mr Irving.

Companies from multi-nationals such as Shell and DuPont to growing businesses are using the Revenue Generation Map™ and other BREESE tools to transform their sales operations.

Ben Vreeburg, Sales Director at The Netherlands headquartered business Lodders Croklaan, is impressed with the results achieved by the BREESE methodology.

“It is the only tool that has ever made a tangible difference to improving customer relationships,” he said. “We’re using BREESE to help us manage our large accounts. It’s working extremely well. It’s encouraged us to look at a formalised approach to a number of particularly large accounts and showed us how to deal with them effectively.”

Encouraged by the distribution agreement with Coach and Commitments, BREESE is now looking for other distributors to take the BREESE methodology to a wider business-to-business (B2B) and business-to-government (B2G) audience.

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For further information please contact Sue Langmead, Press Officer to BREESE, on +44 (0)1676 533366 or BREESE directly on +44 (0)141 339 3833 or email [enquires@breese.biz](mailto:enquires@breese.biz)

## **About BREESE**

BREESE UK helps leadership teams of start-up, growing and multi-national businesses to understand why they aren’t selling as well as they might, what they need to do to boost their capacity to become more profitable and how to extract maximum value from customer relationships.

It makes revenue growth a boardroom and whole organisation issue and transforms the extremely complex business growth challenges that many organisations face into something that’s relatively simple to understand and non-bureaucratic to implement.

BREESE’s award winning Revenue Generation Map™, tailored specifically for each company and developed by working closely across many departments, is the key to helping businesses examine their strengths and highlight areas which need to be improved.