

BREESE (UK) Limited Press Release

BREESE is delighted to be exhibiting at Business Scotland 2005. This is the largest business event of the year in Scotland and will take place at the SECC Glasgow on the 8th and 9th June. The 2004 event, received over 2000 business visitors and generated more than £2 million of business for the Scottish economy the organisers are confident that this year's event will generate £2.5 million of business.

BREESE is a proven international sales and relationship management practice, whose primary goal is to accelerate your business to business (B2B) Sales and Account Management performance and revenue generating capability significantly. Winner of the 2004 National Sales Awards for Innovation, we specialise in assisting organisations to develop and considerably sharpen their sales and customer relationship management practices.

Operations Director for BREESE UK Ltd. David Wakeman commented, "With around 43% of last year's visitors being Managing Directors and 91% of people attending being involved in the purchasing decision, this seems the ideal event for BREESE to take part in. I am looking forward not simply to taking part in an exhibition, but more importantly in a business event. We will be concentrating on promoting our bestselling programme entitled, 'Leveraging Your ToyBox™', which enables all members of the sales team to understand how to position the total capabilities and strengths of the organisation in order to add value and clearly differentiate their offering from the competition. As a result, sales staff will clearly understand what and how to change in order to achieve personal and business success."

Additionally, value can be derived by Marketing groups to accelerate new solution revenues, as experienced by Peggy Mahoney of Shell Global Lubricants who said, "Leveraging Your ToyBox is a powerful tool for today's sales environment. By forcing sales staff to identify ALL the value elements within a complex sales solution and construct multiple value propositions – in the language of the client – companies can truly differentiate themselves and fight against commoditisation."