

B R E E S E®



press release

unlocking your customers' true potential™

Royal Mail selects BREESSE as a strategic partner to deliver a Sales and Account Management Induction Programme.

BREESSE has been selected by Royal Mail as the preferred supplier for their Sales and Account Management Induction Programme. The Induction Programme is aimed at accelerating employee development and performance, enabling Royal Mail to continue improving service to customers.

The main objective of this programme is to facilitate the development of a broad range of skills and competencies across the commercial arena. The outcome will be the creation of one consistent approach to acquire and retain targeted customers ahead of full competition in the UK mail market from 1 January 2006.

As a result of the Sales and Account Management Induction Programme members of Royal Mail's sales team will be provided with the tools, methods and processes to ensure effective sales and customer management thereby providing an improved customer experience.

Managing Director for BREESSE, Ian Irving commented, "BREESSE is delighted to be playing a key role in the development of Sales and Account Management at Royal Mail. Our ability to attract and retain major companies such as Royal Mail is proof of the results that BREESSE can achieve for its customers"

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