



INNOVATING TO SUCCEED



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The Sales Institute of Ireland's annual conference is the foremost national sales forum. This event is the mainstay of the annual calendar for anyone working in sales in Ireland.

The theme of this year's Conference "**Innovating to Succeed**" is designed to set the context for a discussion that will focus on the strategies and plans that need to be implemented to ensure success in overcoming the immense challenges we now face.

In a world of major cost-reduction pressures, resulting in lower prices and dropping margins, where now for your value propositions and modes of differentiation?

- **What lessons can be learned from past recessions?**
- **How do you outsell the current recession?**
- **How do you innovate to promote competitive change and growth?**
- **What are the next-generation sales models that must be adopted?**
- **What are the opportunities to be gained from the convergence of networking & technology – what is the role of social networking in the selling process of the future?**

Join us on Wednesday, May 27th in the O'Reilly Hall, UCD and help enrich the debate on turning the tide of recession by innovating to succeed.

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For further agenda and booking information please contact
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