

You want to be ahead in sales management practices ?

Discover our programme for 2018



Our sponsors & partners



SALONS DE ROMREE

SMA innovates further...

So... what can you expect in 2018?

- Focus on content with national and international keynote sessions
- Launch of 5 sales management trainings
- Knowledge sharing in close cooperation with UBA – new expert community “Omnichannel & Sales”
- Event – Xmas Lunch - celebrating SMA 30th anniversary

Mail to info@sma-belgium.be



Want to become a member & enjoy all the advantages?

Annual membership fee = 895 Euro

More info - www.sma-belgium.be



The need for organisations to **learn, adapt, innovate and transform** has never been greater than today. Our sales management meetings have proven to be a powerful and effective solution to provide sales managers/professionals with the knowledge, skills and confidence they need to steer the process of change or address specific sales management issues.

As a result of our **partnership with UBA** we are proud to announce the reactualized **SMA programme 2018**, which will also include top notch sales trainings and workshops.

Discover our new formula **6 – 3 – 1** which is especially developed for the successful sales manager or professional of tomorrow.

SMA meetings with keynote speakers & networking reception



- 18/01** Industry 4.0 : implications on Sales? - J. Lagast (Forte)
- 15/02** Optimising sales & activation campaigns by acting customer & shopper centric - W. Hamaekers (Haystack)
- 19/04** Managing international key accounts: global & local learnings - Th. Kerremans (Henkel)
- 21/06** Natuurlijk leiderschap - K. De Stobbeleir (Vlerick)
- 20/09** The power of emotions in Sales & Merchandising - B. Martin Ohnemüller (Neuromerchandising Group)
- 14/11** 8th Summit - Minds&More - diverse keynotes

Sales trainings - you can choose from the following sessions



- 19/03** How to integrate real customer delight in your sales organisation?
- 28/05** How to crack the sales management code?
- 18/06** Masterful sales presentations ... to convince clients and grow your business
- 08/10** How to optimise your omnichannel approach?
- 03/12** Measuring & upscaling your sales performance: what are the new sales KPI's?

Famous Xmas lunch



- 18/12** In 2018 SMA will celebrate its **30th anniversary**. For this festive occasion we will organise a **SPECIAL** edition of the famous **SMA Xmas lunch**. More details will follow in the course of 2018.