

# The Secrets of the Top Sales Professionals Conference 2006

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Top Conference and Events introduces the innovative and informative 'Secrets of the Top Sales Professionals Conference' on the 30th and 31st August 2006 in Johannesburg, which aims to break the humdrum of conventional sales conferences that tend to focus on motivating sales staff, coaching them and teaching them to sell better.

As the title of the conference adequately suggests, it will be a platform for the Top Sales Professionals in South Africa to present the secrets that have ensured their success, allowing attendees to draw from their experience, apply practical examples and implement these in their daily sales strategies to guarantee that they maximise their sales turnover.

SalesGuru, the magazine for Sales Professionals, are the Proud Media Partners to the event and will be providing each delegate with the premier edition of their publication. The conference proceedings will be facilitated by the effervescent, Craig Metrowich and some of our keynote speakers include:

Cosmas Muyunda, Client Executive for IBM SA who's career highlights include achieving 300% revenue growth within the first year on one account, sustaining a double digit revenue growth on another account, achieving an overall 40% revenue growth in the second year on the account and exceeds annual revenue and signing targets.

Matthew Fubbs, National Sales Manager for Thompson Tours has increased annual turnover by 25% for the past 5 years, while Thompsons Tours has been voted Best International and Best African Tour operator at the ASTA, Diners Awards for the last four years running.

Gideon du Plessis a Broker at Old Mutual, holds the title of top performing Sales Professional for the past 24 years and features on the Million Dollar Round Table.

Peter Gilbert, Chairman HR Chally SA has worked with Sanlam Wealth Agency and reduced sales force churn from around 50% per annum to less than 5%, increased case size to 40% above Sanlam average and improved sales productivity by 24 %, has also been responsible for drastically reducing the cost of selling.

Eugene Kidson who's portfolio spans Corporate and Government Sales at Nashua Mobile, established 384 new connections (24 month contracts) for StatsSA, growing the Department of Water Affairs and Forestry from 989 lines to 3 200 active connections in the last three years and growing the Department of Labour's active connections from 0 to 1 160 in the last three years.

Louis Botha, Vehicle Sales Consultant, Algoa Toyota has financially achieved R25.3-million turnover for Toyota and generated a profit of R1.8-million for himself.

Pola Jocum, Estate Agent for Seeff, selling residential properties in the Camps Bay and Clifton areas, has achieved the highest sales turnover for 6 years competing on a national level as well.

The topics presented at the conference will cover the full sales process and there will be opportunities for meaningful discussions with the speakers during the interactive panel sessions.

Attendance at The Secrets of the Top Sales Professionals Conference will also secure you a seat at the Fast Track Networking session where you will be able to meet other industry professionals and build your client base. You will also be given access to the Fast Track Networking website ([www.fasttracknetworking.co.za](http://www.fasttracknetworking.co.za)) which will enable you to download the

speaker presentations, upload your company logo and profile and interact with other delegates via email.

Complementing this year's conference, Top Conference and Events will be publishing a book titled 'The Secrets of SA's Top Sales Professionals' which will include interviews with all the speakers at this year's event and the chapters of the book will comprise of their experiences, advice, tips, anecdotes and their secrets presented in a fun and easy-to-read manner.

Do you belong to one of those organisations or companies that are continually looking to improve sales targets and revenues? Then attending The Secrets of Top Sales Professionals Conference is imperative.

For further information, contact Lee-Anne Barnard on 021-441 2500 or email

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