



photos: IPPAG

First Ippag Academy: On the way to the sales network

F – From June 4-6, 2009 the international distributor alliance Ippag (International Partnership for Premiums and Gifts) staged its first Sales Academy in F-Nice. The aim of the event was to initiate and develop an international sales network, since besides the purchase and management sectors, the member companies also want to cooperate more closely in the sales and marketing areas.

The seven participating companies (from France, Germany, Italy, the Netherlands, Denmark, Belgium and Finland) had each invited their best sales staff, who exchanged information on their customers, the respective sales and marketing strategies – also with a view to national differences and peculiarities. The exchange on the respective everyday business life in the sales departments of the various IPPAG companies, on the approach to customer acquisition or the realisation of projects provided the sales employees with impulses and new ideas for their own everyday work. Furthermore, new joint marketing measures between the IPPAG companies were discussed.

From the supplier side Giuseppe La Torre (Mid Ocean Brands), Eric Savall and Didier Collignon (Falk & Ross) had been invited to Nice as guest speakers. In addition there was a workshop on motivation and the optimisation of customer relations.

The social aspect wasn't given a raw deal either, evening events were organised as well as a joint "Canyoning" trip in a nearby gorge.

IPPAG Board Member, Thibaut Fontaine, drew a positive balance after the first Sales Academy:

"The sales representatives were all very positive and keen to exchange, and they have left with a high level of motivation achieved through this event. We are also very happy to see Ippag moving towards more cooperation in sales and marketing, as an addition to the group's traditional focus on purchasing and management. We believe there is a huge wealth of experience and information to share in these areas, with many concrete benefits for all members."

The IPPAG Sales Academy is to be repeated in the future too, in order to make better use of the synergies within the group. ■ **BM**

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