**Programme**

**Study Presentation:**

**12 keys to Optimising Sales Results: The approach of the leading companies**

***Based in the anual 2012 Miller Heiman Sales Best Practices Study***

**Place:**ESADE, Madrid  
**Date:**Wednesday13/06/2012  
**Time:**9:30 AM-11:30 AM

Annually, the  **Miller Heiman Research Institute** gathers the views of executives from leading companies worldwide to identify the practices used by organizations to generate more and better results. The study focuses on firms operating in B2B environments, complex retail, as well as those with lengthy decision cycles, and examines why some leading organizations maintain their sales growth in any economic environment and what they do differently from other companies.

This session will present the main findings of the *Miller Heiman Sales Best Practices Study*, both globally and in Spain. The study includes responses from over 1,300 executives regarding the method used internally to create new opportunities, prioritize sales management and the role of technology in improving results. Of the 59 activities included in the study, the top 12 are analyzed in order to enable us to strengthen our market position by acquiring new customers, creating loyalty in existing customers, improving company-client relationships and increasing margins and revenues.

**Participating in this event:**  
**D. Jaime Castelló**, Lecturer, Department of Marketing Management and Associate Director of the ESADE EMBA Programme  
**D. Sam Reese**, CEO of Miller Heiman  
**D. Juan Carlos Del Olmo,** Partner of LMS Leadership- Miller Heiman  
**D. Luis Miguel Saiz**, Partner y Managing Director of LMS Leadership-Miller Heiman

**NOTE: part of the session will be conducted in English**

**Venue:**ESADE Madrid · c/Mateo Inurria, 27 · 28036 Madrid

**Pre-registration:** [MH Sales Study 2012](http://www.amiando.com/MHsalesreport2012.html)

**More information:** Juan Carlos Del Olmo. M:633.30.48.61 Email: jolmo@lmsleader.com

**Places limited. Please confirm attendance**