



GREAT PEOPLE INSIDE CONFERENCE:

THE NEXT GENERATION OF SALES - THE AGE OF THE CUSTOMER

22nd November 2016 | 09.30 | The Office Cluj Napoca Conference Centre



KEYNOTE SPEAKER



Ph.D. DORU DIMA

CEO Great People Inside Romania

The transformation of the sales process

In the age of the customer, the consumers have significantly more knowledge and control over the sales process than any time in history – they have a huge variety of options available, they are digitally active and they are less dependent upon the sales representatives, and their expectations match up their investment. While the customers' habits and behaviours have changed, the universal sales strategies have remained basically the same.

Every sales process is unique. It is influenced by the products or services offered, by the customer's profile and by the seller's abilities. The seller, in order to thrive, needs to adapt, to own and develop a new set of competencies, skills and abilities.

The role of the salesperson is going through major changes

Defending the status quo can no longer be a solution. More and more companies are making a transition from the product-centred business model towards a client-centred one. In this given context, by profoundly understanding the customers' needs and by focusing on fulfilling them, we have entered the age of customisation, where every client can enjoy his own, unique experience, adapted to his profile.

Assessing the salespeople, developing them and aligning the sales strategies should become a top priority for the organisations willing to thrive in the customer's age.

How can we identify the ideal profile of a salesperson?

Are you an expert in sales and customer service? Or a team leader willing to improve the sales performance in your company? Do you want to sell more? Or do you want to train and develop your sales team, in different industries, for achieving outstanding results?





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EVENT PARTNER



TOP CLUB

GREAT PEOPLE INSIDE

Str. Calea Turzii, nr. 32
Cluj Napoca
Phone: 0749 501 890
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www.greatpeopleinside.com

We have the pleasure of inviting you, **Tuesday the 22nd of November 2016**, starting at **09:30**, to the **Great People Inside Conference "The Next Generation of Sales – The Age of the Customer"**, at **The Office Cluj-Napoca Conference Centre**.

This event is dedicated to sales professionals from various industries including marketing, human resources and business development.

Audience: 50 people; Top and middle management – CEO, CFO, Commercial and Sales Directors, Human Resource Managers, Sales, Marketing, Recruitment, Assessment, Development, Training Specialists, Talent Managers from all industries & entrepreneurs.

PARTICIPATION IS FREE OF CHARGE, BUT THE SEATS ARE LIMITED.

We intend to launch a debate platform through which we can draw conclusive solutions, applicable not only in theory, but also practically, that will address the needs and challenges that sales professionals encounter, in order to overcome the current economic climate through the development of a strategy adapted to our present times.

For approximately 4 hours, we will discuss the profile of the "perfect" salesman and the difference he or she brings to an organisation, compared to other types of existing sales models /typologies.

The core competencies of the excellent salesman, the way in which these attributes can be measured starting from the recruitment process by using the **"Great Sales"** assessment tool – available through **the most advanced, intuitive and innovative platform of talent management and online human resource assessments** – will be presented by **PhD. Doru Dima, CEO of Great People Inside Romania**.

The themes that will be addressed will cover areas such as: **current sales techniques, sales models, dimensions and competencies relevant in assessing the performance of a sales representative, the importance of developing soft skills and negotiation abilities.**



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EVENT AGENDA

09.00 - 09.30 Registration - Business Networking Coffee Break

09.30 - 13.00 Key Note Speaker PhD. Doru Dima

13.00 - 13.30 Closing Event - Business Networking Lunch

In order to confirm your attendance, please send us an email by the **17th of November** at: daniela.costan@greatpeopleinside.com or marinela.degeratu@greatpeopleinside.com.

Doru Dima is a successful entrepreneur and manager, with an experience of over 20 years in the HR field and a PhD in Work and Organizational Psychology. Founder and CEO of Dima Consulting Group and Profiles International Romania, both positioned as some of the top consulting services providers in the HR and Management fields, he implemented and managed a series of important national and international projects.

Starting with May 2015, he became Co-founder of **Great People Inside**, an international company that develops customised human resources assessments adapted to the specific of the company and the job, being a unique concept in the HR industry. The assessments are provided through a new technology, a Talent Management Assessments Solutions Platform, cloud-based, configurable and 100% customisable. **The Great People Inside Platform -GR8PI has won the Eurocloud Romania 2016 award for "Best Cloud Start-up"**. During the past year, Great People Inside has evolved from a local Bucharest based Cloud start-up up, to an international company headquartered in Singapore with representations in Europe, United Arab Emirates, Asia and North America.

Doru Dima is the author of several books considered reference works in the Business field, including: "40 de Strategii pentru succesul în afaceri", "Dicționar General de Afaceri", "Managementul Resurselor Umane" and he also participated in the writings of many courses, books and science and business papers. On top of that, he is the President of The Romanian College of Psychologists in Brasov, Member of The Romanian Association of Psychologists, President of its branch in Brasov and the representative of the Romanian College of Psychologist in the European Federation of Psychologists' Associations (EFPA).