

Winners announced for UK's most prestigious Sales Awards

Submitted by: Institute of Sales & Marketing Management (ISMM)

Friday, 1 March 2013

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– Winners announced at the ISMM's British Excellence in Sales & Marketing Awards (BESMA)

London, UK: The Institute of Sales & Marketing Management (ISMM), the largest association for the sales profession in the UK, has announced the winners of their annual BESMA awards – the British Excellence in Sales & Marketing Awards.

Virgin Media and DHL Express will be waking up happy after winning three awards each, but the key awards for Sales Director of the Year went to Andrew Mouse from Nisa Retail, Sales Manager of the Year to Lyndsey Annikin from Virgin Media and Sales Professional of the Year to Jonathan Fuller from LV=.

Jennie Harnaman, Event Director for the ISMM commented, "This year has been the most competitive year to win a BESMA, we have taken more nominations than any previous year and our awards ceremony was the best attendance in the history of BESMA".

She continued "We would like to congratulate all our winners, and thank all our judges for their time and commitment to these awards. We are proud that BESMA attracts judges from the largest companies in the UK and the world, as well as leading sales academics and thought leaders".

"We would also like to thank all our sponsors, including Xactly, Virgin Media, Growth Engineering, OneSource, Sterling Chase, Huthwaite, Paradise Wildlife Park, sales-i, OpenSymmetry, De Vere Venues, Capaignmaster, Lancaster London, Hilton Hotels, Maddison Media and Lincoln West.

This year there was also a new award for 'Sales Development Program of the Year' which went to British Gas and BlueSky Performance for their 'The 'S' Factor – Developing Energy Sales Experts' initiative.

The ISMM capped a fantastic evening with their announcement that they plan to go chartered status over 2013, another key sign of the changes and political influence the business is having for the sales profession.

To enter the awards please go to www.besma.co.uk and make sure your teams and individuals are recognized for the quality of their sales skills;

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Notes to editors / PR's:

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About The Institute of Sales & Marketing Management

The Institute of Sales & Marketing Management is the largest association for sales professionals. The ISMM support, represent and promote the sales profession. The BESMA awards are the most prestigious awards for the sales profession.