



PR: 1076	Client: SIBL
Status: 2 nd draft	Date: 24 May 2007
Client contact: Drew Pryde Group Chairman SIBL T: 01337 823777 drewpryde@pgen.net	Agency contact: Mike Reynolds or Ryan Smith Sigma Communications T: 01577 866776 F: 01577 866822 Michael@sigmacommunications.co.uk ryan@sigmacommunications.co.uk
NB: An electronic version of this release is available on request. Please email the PR reference above (in the subject header) to info@sigmacommunications.co.uk and the release will be sent by return.	

SCOTS ARE GREAT AT INVENTING BUT CAN THEY SELL?

- SCOTLAND PLC GOES FOR SALES GROWTH AS SIBL INVITES WORLD-CLASS SPEAKERS TO SCOTLAND --

Scots are great at inventing but can they sell?

That's the question that The Scottish Institute for Business Leaders will be posing as it hosts a major conference on helping Scottish businesses become more effective at selling.

The "Go for Growth" conference will take place on 31st May and 1st June 2007 in Perth and will feature two of the world's top speakers on boosting sales and motivation.

Alan Altman is a leading US leadership guru, writer and media commentator. Alan has presented to almost 250,000 executives on self-empowerment and selling more in the US and has worked in 27 other countries across the globe.

Mike Southon is the international best-selling author of "The Beermat Entrepreneur" and is regarded as one of the best business minds in the UK. From his original doodles on a beermat with two fellow entrepreneurs he built a £7m business just five years later. Now he helps and inspires others to take an idea and grow it into a successful business.

Alan and Mike will be supported by other expert speakers in CRM, sales negotiation, sales management and marketing during the two days.

The conference is open to non-members of SIBL as well as members and the initiative has been welcomed by the Chartered Institute of Marketing Scotland, Institute of Directors Scotland and the Chartered Institute of Management.

“Anyone who is serious about increasing sales for their business or organisation should attend this conference,” said Drew Pryde, group chairman of SIBL. “We have gathered some of the world’s leading speakers on sales and motivation to lead the workshops offering a unique opportunity for Scottish businesses to learn from their experience.”

He added: “Normally attending such a high profile event could cost many thousands of pounds per day but we have kept the entry fee to a reasonable level so that as many people as possible can benefit. I anticipate around 80 delegates will be attending.”

For further details and a full speaker programme please contact SIBL on 01337 823777 or email drewpryde@pgen.net

Media enquiries to: Mike Reynolds, Sigma Communications on 01577 866 776 or email michael@sigmacommunications.co.uk

-ends-