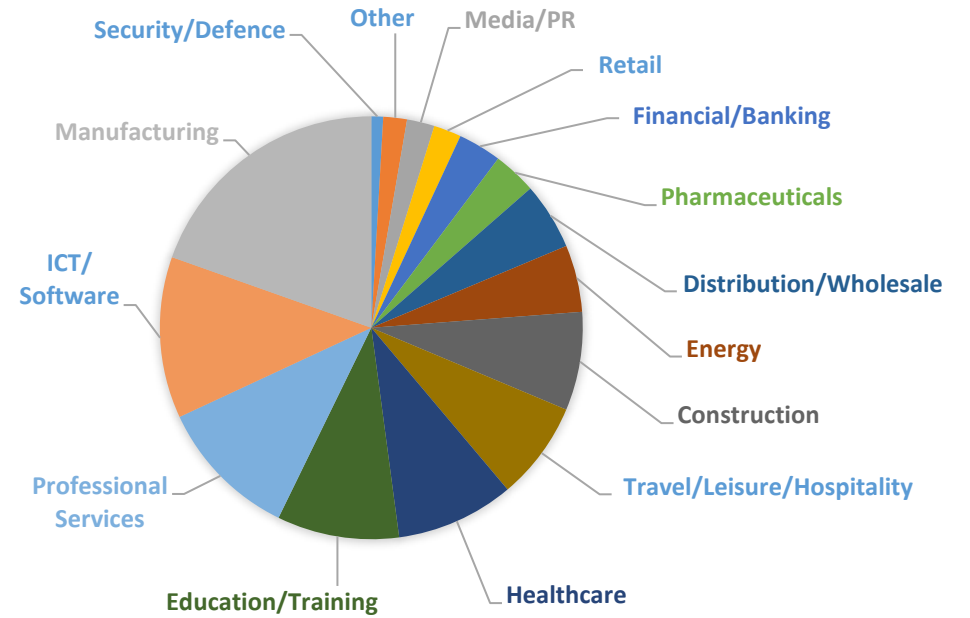
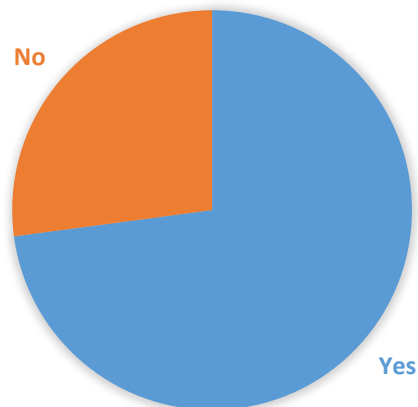


Which industry sectors are delegates from?	Response Percent
Manufacturing	20%
ICT/Software	12%
Professional Services	11%
Education/Training	9%
Healthcare	9%
Travel/Leisure/Hospitality	8%
Construction	8%
Energy	5%
Distribution/Wholesale	5%
Pharmaceuticals	3%
Financial/Banking	3%
Retail	2%
Media/PR	2%
Other	2%
Security/Defence	1%

INDUSTRY SECTORS



SELL INTERNATIONALLY



Do attending businesses sell internationally?	Response Percent
Yes	73%
No	27%

Do delegates sell B2B, B2C or both?	Response Percent
B2B	55%
B2C	6%
Both	39%

Testimonials...

"Inspirational, great to remind me of good practice. Some great takeaways!"

- *Rooflight Company*

"Many industries but all with a common sales goal"

- *Imago Venues*

"A good investment of my time - feel sharper"

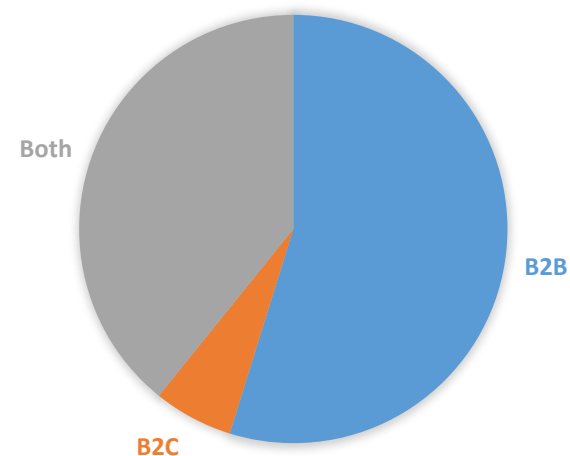
- *SAS Analytics*

"Excellent & thought provoking"

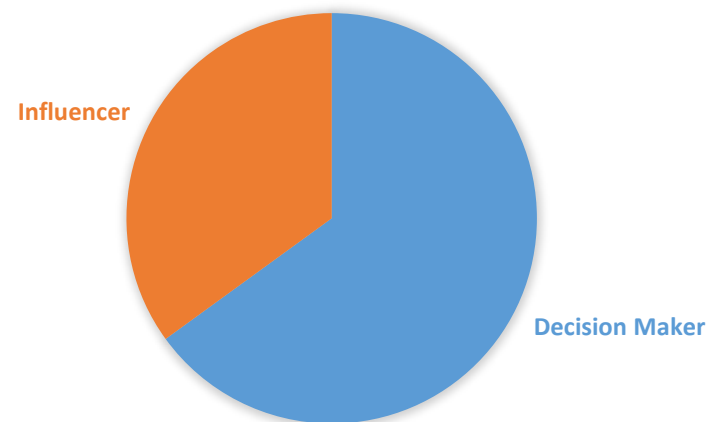
- *BBC Worldwide*

Is delegate responsible for sales team?	Response Percent
Decision Maker	65%
Influencer	35%

SELL B2B, B2C OR BOTH



DELEGATE RESPONSIBILITY

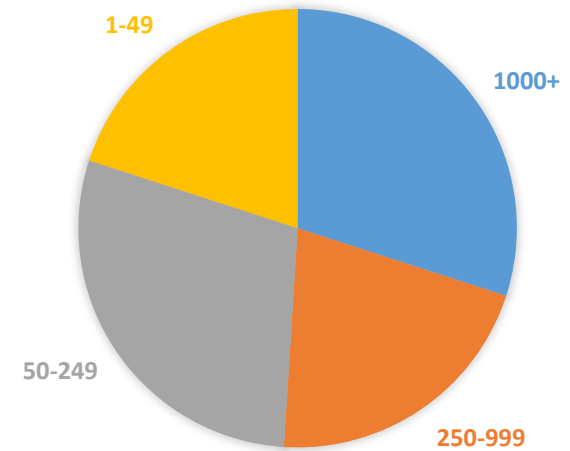


Size of attending company (No. of employees)	Response Percent
1000+	30%
250-999	21%
50-249	29%
1-49	20%

Brands in attendance...



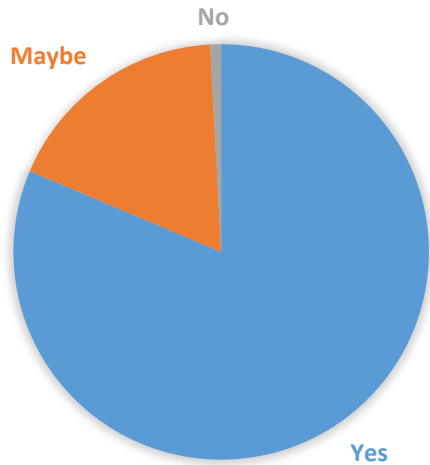
SIZE OF COMPANY (NO. OF EMPLOYEES)



Testimonials...

- “A must attend event for everyone in sales”
- Wyboston Lakes
- “Exceeded expectations with its modern thinking”
- Denny Bros
- “Unmissable for the sales leader who wishes to succeed”
- Worldpay
- “Excellent investment to assist in developing our sales efforts”
- Orbital
- “Excellent energiser; thought provoking & inspiring, providing opportunity for focus & reflection”
- Micronclean

WOULD DELEGATES RECOMMEND NSC



Would delegates recommend NSC to others?	Response Percent
Yes	81%
Maybe	18%
No	1%

Overall, how did delegates rate NSC?	Response Percent
Exceeded Expectations	28%
Excellent	34%
Very Good	30%
Good	8%
Satisfactory	0%

Testimonials...

“Very informative & motivational day. Professionally delivered”

- *Monster.co.uk*

“A must attend event for all wealth-creating professionals”

- *Merial*

“A place for learning and teaching, listening and sharing”

- *Sound Leisure*

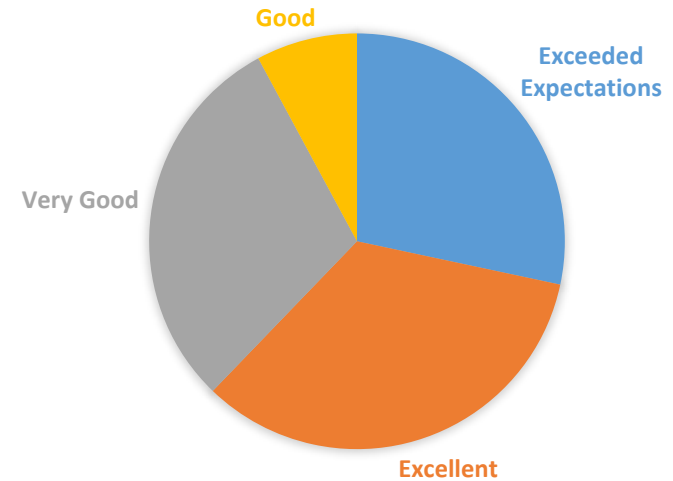
“A chance to re-energise my sales batteries”

- *JMR Sales*

“Informative, entertaining & relevant”

- *ABL Components*

HOW DID DELEGATES RATE NSC



Sales revenue delegate is directly/personally responsible for	Response Percent
£50m+	9%
£5m - £50m	33%
£1m - £5m	36%
<£1m	22%

Delegate Job Role	Response Percent
CEOs, MDs & Directors	42%
Managers	47%
Executives	11%

For information on exhibiting please contact:

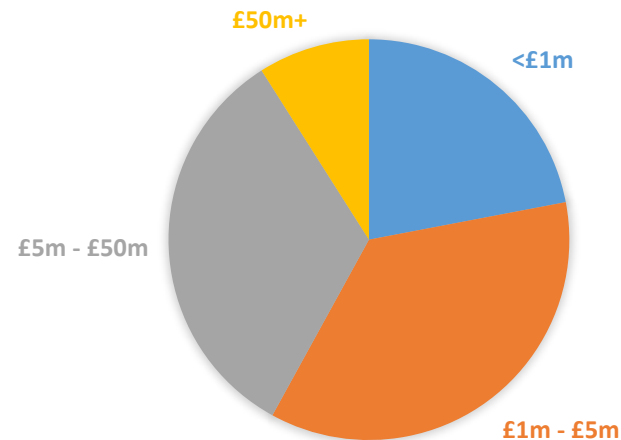
nsc@lincolnwest.co.uk

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+44 (0)1732 525950

LINCOLN WEST

SALES REVENUE RESPONSIBILITY



DELEGATE JOB ROLE

