

## The Professionalism for the fourth time

**How important are the sellers to the sector? Does their work contribute to the enterprise's success as much as marketing activities? How to reconcile the sale and the ethic? Organizers of Polish National Sales Awards are trying to find such answers every year. This year they tried for the fourth time. Belgian Business Chamber support PNSA once again, as a particularly important to the selling sector, especially in time when crisis may come.**

The inaugurating conference of 4th edition of Polish National Sales Awards took place December the 7th, 2011 at 16:00 in seat of Polish Confederation of Private Employers Lewiatan on Klonowa Street 6. The conference had been opened by PNSA President Elżbieta Pełka, who had hosted it with Michał Pilkiewicz Chairman of the PNSA Jury.

Three new categories had been added to this year's edition: **Key Account Manager, Financial advisor of the year** and selling in **E-commerce** system, which had been presented during the conference. Introducing of new categories is an effect of PNSA initiative development and creation of platform, which allowed to increase number of categories judged in the competition. New categories are also the direct answer for market needs and initiative of enterprises and associations, which address to PNSA their proposals of new areas. Evaluation of this areas should based on the highest standards of sale and ethic methods.

"During the last three editions, PNSA has become the icon of a project, which promote and reward the best in sale. PNSA shows, who is really responsible for the sales result of businesses and corporations and thus gives the human dimension to one of the most important sector of economy – sale. That is why, so high level of market interest in creating new categories to PNSA 4<sup>th</sup> edition, does not surprise me. It is also a prove for large effects of positivist work. We should not be ashamed of this term, because particularly in this time, when spectrum of crisis may return, we need such approach to work – honest, full of involvement towards employers' organization and economy of our country. So let me invite you to fight for victory in all twelve categories of PNSA 4<sup>th</sup> edition" – said Elżbieta Pełka, PNSA President.

During the conference the points connected with: efficiency of selling sector in time of economic crisis, selling trends and ways of increasing sale despite the difficult economic conditions - had been raised. Michał Dembiński, Head of Plicy British – Polish Chamber of Commerce, spoke about trader motivation in era of economic uncertainty, sales ethics, short-term vs. long-term motivation.

The second speaker was Jérôme Lafuite, managing Director Michael Page International in Poland, who had presented Polish National Sales and Michael Page project of nationwide study for Sale Directors. The start of the study had been planned for the second half of January, 2012. The main aim of the project is to show chances and business threat in sale, crisis impact on the results, challenges, which sale must take, planes for 2012 and the role of marketing in sale. The results will be present on PNSA Gala on May 31<sup>st</sup>, 2012 in Hilton, Warsaw.

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