

2nd February, 2006

'THE NEGOTIATION ACADEMY – EUROPE WINS PRESTIGIOUS UK SALES AWARD!

The Negotiation Academy - Europe (TNA - Europe) achieved its second national award at last week's ISMM BESMA Awards Ceremony.

Initiated and hosted by the Institute of Sales & Marketing Management, Linda Macaskill won the 1st prize in the category for "New Sales Professional of the Year". Possessing a training and management background, Linda accepted a sales offer with TNA-Europe's Head Office and quickly attained Business Development Manager status. With no prior sales training or experience, she embraced the challenges offered by this dynamic, rapidly growing company.

Accustomed to a competitive 'sink or swim' environment, Linda invested in a 2 day negotiation skills course that her company runs, and attributes much of her success to the training she received. ***"I attribute a massive part of my achievement to the negotiation training I undertook in Q2 of 2005. Not a day goes by that I don't apply 2 specific tools that I learned during training, which I believe are real deal makers for me. The rest of my success is made up of high activity levels, good organisation and a true passion for what I do."***

The awards ceremony took place at the Royal Lancaster Hotel in London's Hyde Park, attended by approximately 400 leading industry players. TNA - Europe CEO Jan Potgieter comments: ***"I am thrilled with Linda's accomplishments as well as the company's recognition. Although Linda is the winner of this award I know why she attributes some of her success to her training, because I've seen her at work. She applies the tools we teach during training, and of course it's fantastic to see it working for us, not just for our clients. Linda has attacked this challenge with full gusto, as is her MO! We're very proud of her."***

The Negotiation Academy – Europe is a specialist negotiation skills training and consulting firm, specialising in the domains of Sales, IT and Executive. The focus on sales is a growing one, with successes such as this one being enjoyed by many of the company's clients and partners. Linda adds: ***"There is immense pressure on the sales professional to achieve price increases, identify new opportunities, and to handle tactical negotiators swiftly and professionally. I frequently get feedback from my clients on how our training has positively impacted their performance. From Account Managers who report on nearly doubling their achievements, to multi-***



Receiving her Sales Award from Ian Tarry, Sales Director of Wyndeham Press Group is Linda Macaskill, Business Development Manager for TNA-Europe



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nationals returning to us year after year for repeat in-house training...I have 2 lives: my life before negotiation skills, and my life after negotiation skills. Negotiation is both science and art...negotiation is my toolbox!"

Sheila R Watson-Challis, Chairman of the ISMM: ***"We congratulate the winners and thank everyone who entered the BESMA Awards. We are delighted with the commitment, enthusiasm and, above all, quality of all the entries... the standard has been exceptionally high."***