



increasing sales effectiveness

Info Guide

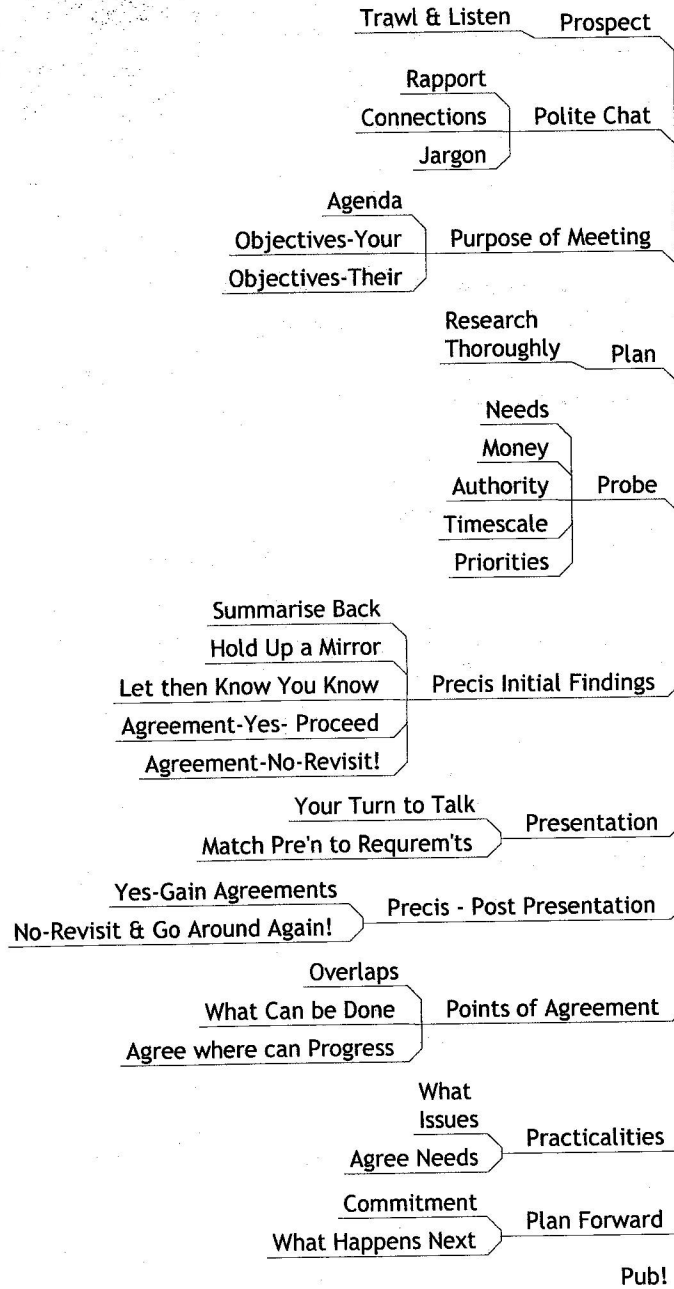
- Discounting
- Price Increase

Potential Income From Meetings in Year £k

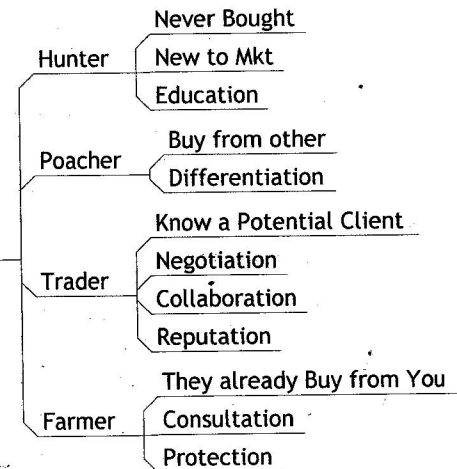
- Number/ Yr
- Av Value £/Meet
- % Go to Proposals
- % Go to Agreement
- No Years to Run (Averaged)



Meeting Structure (Common Areas)



Types of Meetings



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