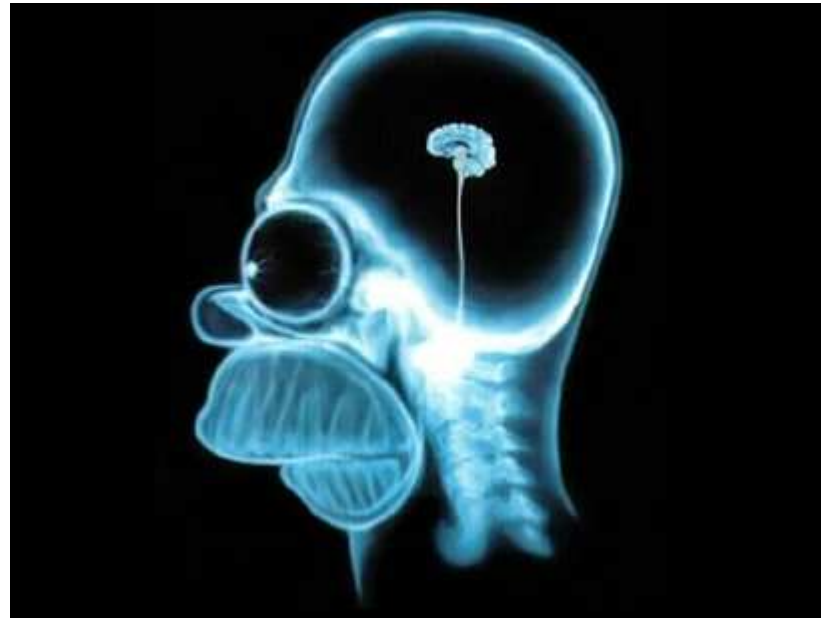


# INSIDE THE MIND OF A SUPPLIER



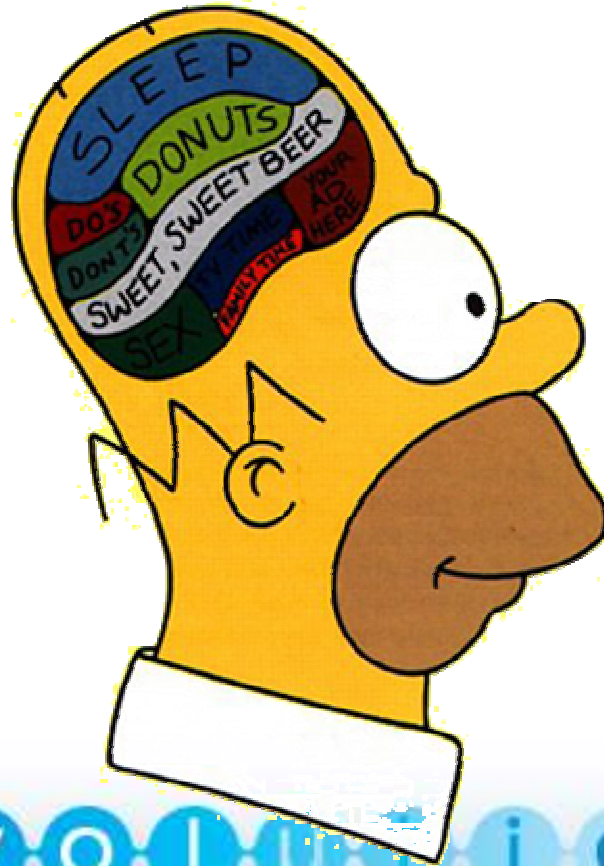
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# INSIDE THE MIND OF A SUPPLIER



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# MY ROLE



- Drive business sales across all channels
- Lead the indirect sales teams to increase revenue through managed and unmanaged accounts
- Develop Eurostar's sales proposition
- Deliver standards and consistency within the team

# TARGETING THE TEAM



- Bonus structure
- Revenue targets
- Clearly defined personal objectives

# A SUITABLE CLIENT PROFILE



- Route spend and historic data
- Marketing opportunities
- Policy and control
- Other revenue opportunities

# CLIENT DEMANDS



- ✓ Consistency
- ✓ Professional Approach
- ✓ Service

- X Targets
- X Discounts increasing in direct proportion to volumes
- X Deals without policy, control or historic spend

# WHAT WE LIKE & DISLIKE



- ✓ Open company culture
- ✓ Realism
- ✓ Honesty
- ✓ Ability to see each other's position
- ✓ All challenges

THANK YOU!



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