

## Datex Finland introduces Major Account Strategy programme

In March, Datex-Engstrom Division brought together its global sales management team for a five day training programme covering Account Strategy for Major Sales. Managers gathered from as far afield as Hong Kong, China, Europe and South America to attend the event delivered by Mikko Huttunen of Huthwaite Finland and Richard Graham from Huthwaite UK.

The programme is part of Datex-Engstrom's drive to develop its strong market position for its range

of patient monitoring equipment. Successful programmes have already been delivered in the USA and the United Kingdom.

The programme covered the skills needed for successful penetration and development of major accounts, and helped delegates to produce campaign plans to apply those skills to targeted accounts.

In launching the event in Finland, Sales Director, Kaija Boos commented, "*The programmes*

*delivered by Huthwaite to our colleagues in the UK have already brought improved results, so our expectations of the programme are high.*"

Following the success of the pilot event in March, a further programme was delivered in June. Further programmes are scheduled in Europe, Africa and the Far East during the rest of 1996 and into 1997.

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**Kaija Boos, Sales Director**