

PRESS RELEASE

The fourth edition of Sales MeetUp by Lemax brings together sales enthusiasts

ZAGREB, November 23, 2018 – Last night, Lemax organized the fourth Sales MeetUp, the educational event that began as the initiative of Mate Kostovski, the CEO of Lemax. The goal of the event is to gather experts from the domain of sales, as well as encourage networking and knowledge exchange among them. The fourth gathering took place at the Zagreb Bikers Beer Factory and gathered nearly 130 participants.

The idea of bringing together the experts in the field of sales, project management, marketing, IT, etc. to share their expertise, business experiences and strengthen their network first started in 2017, and since then Mate Kostovski gathered a community of nearly 700 individuals. Sales MeetUp is a unique opportunity to provide the possibility for organized dialogue with all interested parties and open new business opportunities and horizons.

"MeetUp is a unique platform through which we meet each other and acquire new knowledge. When you have the opportunity to share experiences with colleagues, new insights open up, and your work improves. We are pleased that in this short time the community has gathered many interested participants, and their interest increases with each new meeting. This makes us happy and motivated to keep upgrading the quality of the selection of topics and speakers." Said Mate Kostovski, the founder of Sales MeetUp and the CEO of Lemax.

The topic of the fourth meeting was "Fears in sales and how to overcome them." The topic was selected because sales is a profession that often requires stepping outside the comfort zone, which is unpleasant and frightening. There are various fears in sales: the fear of failure, rejection, and public appearance; the possibility of leaving a bad impression; or the fear that the customer will think that the seller is tired or boring and that the price is too high, to name a few which sales experts meet daily. Salespeople often find it difficult to deal with these fears and consequently their sales results suffer.

Last night, the speakers were Alan Žepc from IQ, Ivica Ivančić from Microsoft and Goran Kovačević from Lemax. After a brief presentation about the lecturers, there was a panel discussion about the most common fears in sales and the fact that it's a phenomenon to which not even the top professionals are immune. In addition to the discussion, the participants had the opportunity to hear techniques and methods of fighting fears and teach them how to overcome and achieve top results.

"We organize the MeetUp three to four times a year because we care about the quality of the lecturers, topics, and content. Our lecturers are experienced individuals who are very active in their field of work. After the formal part, all the participants stayed for an informal networking session where they continued with the discussion on the topic of MeetUp and the potential ideas for future encounters. The feedback is excellent, and we will continue with the organization of Sales MeetUps in the future without compromising the content and quality." Kostovski concluded.

More information:

Renata Cupic, press@lemax.net

M: +385 98 1897 490