

Imparta's International Training Proposition Launches in Romania

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Imparta Ltd. has further expanded its rapidly growing international sales training capabilities by announcing the launch of Imparta South-Eastern Europe. The company is an independent company licensed to sell and deliver Imparta's training effectiveness programmes.

Whilst Imparta already provides sales, marketing and service training on a global scale to its international client base, this partnership further strengthens the company's local European presence and language capabilities, allowing regional businesses to engage with local trainers who fully understand the geographical and cultural intricacies of their business. The team setting up Imparta South-Eastern Europe worked closely with Imparta on a recent major training initiative in Romania with Romtelecom.

"We were keen to partner with Imparta, given their results-oriented approach, the quality and bespoke design of their programme content and, perhaps most importantly, the true partnership approach that Imparta demonstrate," commented Richard Reese, Managing Partner and the newly established Imparta South-Eastern Europe.

Imparta South-Eastern Europe has already successfully implemented its first, independent sales development project with a premium telecoms provider from Romania, which has resulted in several recommendations and further opportunities with local companies.

Reese adds, "Over the coming years, we intend to build a solid track record in Romania and as we grow with our clients, we will branch out into the wider emerging marketplace."

Mark Abell, Head of International Development for Imparta commented, "We're delighted Richard and his team have decided to represent us in the region. They know Imparta and our products well and are wholly supportive of our commitment to delivering significant and measureable impact to clients. Sales and marketing leaders in the region are looking for fresh and challenging skills training to provide impetus to their recovery from recent economic challenges; Imparta South-Eastern Europe will do just that."

Richard Reese

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About Imparta Ltd.

Imparta improves its clients' business performance in the areas of sales, marketing and service, using highly practical and researched approaches, and an integrated solution that goes well beyond simple training interventions. Imparta's Capability Building® system combines assessment, training, coaching, application tools and impact measurement, using leading-edge technologies to create sustainable performance improvement.

Founded in 1997 by Richard Barkey, a British national with a Harvard MBA and seven years experience at McKinsey & Co., Imparta is based in London but operates globally. Clients include GE (Imparta is a primary provider of sales training to GE's global salesforce), Telefonica O2 (for whom Imparta runs a major Sales Academy, a Marketing Academy, and Retail Academy), Lloyds Banking Group, Intelsat, Hewlett Packard, Alcatel-Lucent, Intel, and the WPP Group. Imparta is backed by GE Capital, and the Board includes senior professors from INSEAD and London Business School. The company runs its own internal Sales Academy and this has contributed to strong growth throughout the recession.

In early 2010, Imparta acquired The Procter Consultancy Ltd., which has provided training, support and consultancy in the Service Delivery world for the last 30 years. Procter is a leader in the customer contact market, and has helped set up direct channel pioneers such as British Airways, Direct Line, Royal Bank of Scotland and Virgin Direct. At the core of Procter's proposition is the ability to differentiate a service or sales proposition on the strength of a company's customer experience. Procter currently enjoys relationships across private and public sector with clients, such as Barclays Bank, Lloyds Banking Group, Volkswagen Group, the Ministry of Defence and several Police forces.

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