

Imparta's International Training Proposition Launches in Spain

July 2011: For Immediate Release.

Imparta has signed a Partnership agreement with SalesMatters, a Spanish sales effectiveness training company based in Madrid. SalesMatters is a new subsidiary of PeopleMatters, one of Madrid's well established and respected people management consultancies.

SalesMatters will be offering Imparta's sales programmes to clients in Spain. The Partnership also supports Imparta's strategy of providing local presence and language capabilities to its multinational client base.

"The Spanish sales training market is ready for change. Clients want training that has proven impact and provides support well beyond traditional class room training. Imparta's innovative programmes and online and simulation technologies deliver this. We are delighted to have this opportunity to help our clients significantly improve their sales performance,' says Camilla Hillier-Fry, a partner in PeopleMatters, who holds responsibility for SalesMatters in Spain.

Mark Abell, Head of International Development at Imparta, said, "we're very pleased to be working with the SalesMatters team, who are smart, creative and always incredibly client focused. We look forward to a long and enjoyable close collaboration".

About Sales Matters – PeopleMatters

SalesMatters is a sales effectiveness training company based in Madrid and operating throughout Spain. SalesMatters has been formed by a team of consultants and trainers with extensive experience in General Management, Sales and Marketing. Our professionals have worked for major Spanish companies and multinationals from different sectors, ranging from pharmaceutical to energy and infrastructure.

SalesMatters is fully owned by PeopleMatters, a professional Human Resources consultancy firm specialising in people management. The firm serves its clients in all business sectors in Spain and the rest of Europe, the Middle East and Latin America. PeopleMatters is committed to creating value through people, now and in the future, by designing and implementing solutions for their clients in the areas of Human Resource Strategy, Executive and Management Development, Human Resource Processes, Diversity, Work-life Balance and Equal Opportunities, and Employer Branding and Communication.

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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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