

## **SOMNOmedics Sales Meeting 2011 near Amsterdam was a huge success**

This years SOMNOmedics Sales Meeting 2011 in Zandvoort aan Zee near Amsterdam in the Netherlands came out as a great success for SOMNOmedics. During the two-days meeting the participants got extensive information on the news and innovations of SOMNOmedics as well as a practical hands-on training on the devices and the DOMINO software.

All in all there have been around 30 SOMNOmedics distributors from all over the world attending the SalesMeeting, with representatives coming from Asia, the Middle East and all over Europe until the American continent. The Meeting was scheduled prior to the ERS (Eu-ropean Respiratory Society) show in Amsterdam in order to combine two important events for our distributors. The first day of the meeting was fully dedicated to the news and innovations of SOMNOmedics and provided the distributors with all the information they may need for successful sales in the coming year: the new software and its features were also presented as the latest hardware developments and a first glance into the new SOMNOmedics devices scheduled for next year to come. After a long but productive day, the distributors enjoyed themselves together with the SOMNOmedics team during a barbecue dinner close to the seaside. On the next day the distributors got the chance to improve their knowledge on the devices and the SOMNOmedics software during practical and interactive workshops on different topics. With always two workshops and trainings parallel at a time it was ensured that the range of topics that SOMNOmedics had to offer was fully covered and that both, new distributors as well as experienced colleagues were able to participate in a training that met their individual needs and requirements.

The second day's highlight was a workshop given by Julia Sarmiento, Director of Sales of The Americas, who dived deeply into the AASM standards for sleep scoring and gave the distributors as well as selected customers that have been invited by our distributors, comprehensive information on the latest scoring guidelines. The AASM workshop was given very good feedback by both, customers as well as distributors.



**Julia Sarmiento, Head of Sales The Americas, giving the AASM workshop on the second day of the SalesMeeting 2011**

In follow up to the Sales Meeting 2011 we would like to thank all the distributors and customers of SOMNOmedics who attended for the successful and delightful meeting and wish for a great ongoing partnership and cooperation with everybody. We very much look forward to next year's meeting!