



Budapest 24th – 26th April 2017

GLOBAL SALES CONFERENCE



Dear partners and friends,

our 4CR Team would be delighted to invite you and join the **4CR Global Sales Conference 2017**, which will be held in Budapest, Hungary, from **April the 24th till the 26th, 2017**. After a very successful meeting 2016 in Husum, we have been following your expectations and needs, thus we have done our best to prepare a programme that will be exciting and informative for you.

Topics of presentation and discussion will include:
Strategic sales targets, Marketing goals, New Products, New Catalogue, Sales Aspects, Sales Opportunities and other issues.

Conference attendees will have the chance to benefit from business information and exchange during either the formal meetings or the informal activities with colleagues from different countries, but will also have a chance to relax thanks to the opportunities provided by the cultural activities and by modern Hungarian gastronomic cuisine.

Since we are eager to improve and optimize our processes and to be able to provide you a required support, we created a **Customer Satisfaction Survey**, which you can find attached.

With your feedback it will be possible to respond to your individual needs and we can consider your personal desires during the meeting.

We look forward to your confirmed presence at the 4CR Global Sales Conference 2017.

Andrea Pedrotti
General Manager

PS: kindly respond to this invitation not later than **22nd February 2017**.





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AGENDA & REGISTRATION

Mon., 24.04. Arrival Day

- 15:00 Come together in the Hotel Lobby
16:00 Bus transfer to Hungaroring
17:00 4CR Grand Prix Cart Race
20:00 Grand Prix Dinner

Tue., 25.04. Global Sales Conference

- 09:00–09:45 Strategic Distribution Goals 2017
10:00–10:45 Marketing Goals 2017
11:00–11:45 New Products – New Catalogue 2017
12:00–13:00 Lunch
13:00–13:45 Sales Aspects 2017
14:00–14:45 Sales Opportunities 2017
17:00–19:00 Sightseeing
20:00 4CR Dinner

Wed., 26.04. Departure Day

Free Departure Day

Your Company:

Your Name, Surname:

I will participate:

☐

Yes

☐

No

If yes, number of participants:

☐

1

☐

2

Arrival day / time:

☐

23.04. ____:____ H

☐

24.04. ____:____ H

Food behavior:

☐

non-vegetarian

☐

vegetarian

Any special requirements:

**Please reply by E-Mail or Fax
not later than 22nd February:**

By E-Mail: Marketing@KWK-Holding.com

By Fax: +49 (0) 40 69 60 99 310

Or to your personal sales contact



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CUSTOMER SATISFACTION SURVEY

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1. How satisfied are you with the level of customer support we provide?

1

2

3

4

2. I like:

3. I wish to get better support in:

| | Strongly Disagree | Somewhat Disagree | Somewhat Agree | Strongly Agree |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 4. 4CR is making a positive contribution to my business. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. 4CR really cares about building a strong relationship with me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. The communication and interaction with 4CR is easy and honest. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. 4CR is committed to win/win solutions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Over the past year, my loyalty and relationship to 4CR has grown stronger. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. 4CR creates solutions to my requirements that make my business easier. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Overall, I am satisfied with 4CR products. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. I am satisfied with the effectiveness which 4CR process my orders. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Overall, I am satisfied with the way 4CR is performing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



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CUSTOMER SATISFACTION SURVEY

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13. In which area you feel 4CR shall be more effective ?
- | | | |
|---|--|--|
| <input type="checkbox"/> Order processing | <input type="checkbox"/> Good availability | <input type="checkbox"/> Promotions |
| <input type="checkbox"/> Pricing | <input type="checkbox"/> Technical support | <input type="checkbox"/> Marketing support |
14. Give us some details in the field you wish us to be more effective ?

15. Do you wish or plan to have an e-commerce system ?
- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
16. If yes, do you have a IT technical department, or do you need a "ready to use" system ?
- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Technican | <input type="checkbox"/> Ready to use |
|------------------------------------|---------------------------------------|
17. Would you prefer to have it only with 4CR products or include other brands you are dealing with ?
- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Only 4CR | <input type="checkbox"/> Also other Brands |
|-----------------------------------|--|
18. What additional service and/or support can we offer in order to grow your business ?

19. Comments and suggestion for improvements:

Thank you very much !

Your Company:

Your Name, Surname: