

# **NASCO 2006**

The National Sales Congress, NASCO, the forum for recognizing top sales achievers, was held recently at Waters Edge Battaramulla for the seventh consecutive year. The event, presented by the Sri Lanka Institute of Marketing, is the only national event which recognizes the contribution made by sales to an organization.

The Congress will be addressed by guest speakers Kishu Gomes, Dr. Gihan Godakanda, Asita Abeysekara and Bhathiya and Santhush whose knowledge, experience and diversity in their respective areas is expected to contribute to the insight and depth required for better sales performance. The certificates which will be awarded will be recognized by the international marketing body Asia Pacific Marketing Federation thus enabling the recipients of these certificates to gain international sales recognition.

This year its theme will be saluting the unsung heroes. NASCO will provide organizations the opportunity to recognize and motivate sales personnel in addition to gaining recognition as a corporate entity at national level.

Participation at NASCO is open to all, although top sales personnel wishing to be recognized will have to be nominated by the organizations they are attached to.