



PARTNERS IN MARKETING

June 2009 - PIM sets up Global Business Academy for Deceuninck

Deceuninck is a leading international developer and manufacturer of PVC systems for windows and doors, cladding & roofline, interior and garden applications. The Deceuninck Group is active in more than 75 countries and has 35 subsidiaries spread across Europe, North America and Asia.

Deceuninck is a market leader in many European countries and during the past years, the company has succeeded in securing a global leadership position in its sector. The head office and coordination center of the Group are located in Belgium.

Partners In Marketing set up a tailor-made program for Deceuninck in order to increase business and return of the global sales and marketing teams. An international team of sales directors attended the 5-day training and coaching program. The global strategy workshop was organized around products, markets and applications.

Thanks to the Global Business Academy, sales and marketing managers of Deceuninck were able to share information and experiences on products, customers, applications and competitors. The key of the business course was to maximize territory management and sales effectiveness.