



NEWS RELEASE

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BARBON SALES CONFERENCE MOVES FROM MADRID TO HAMPSHIRE

Volcanic ash cloud alters location but doesn't dampen enthusiasm and drive of sales team

Following an incredible 70% increase in new business in 2009, the Property & Commercial Division of Barbon Insurance Group Limited (tel: 01420 488288 or visit www.barbon.com) has set itself tough targets for this year, and the company's recent annual sales conference in Hampshire focused on how best to meet them.

Originally scheduled to take place in Madrid, but cancelled due to the volcanic ash cloud which blew in from Iceland, the sales conference was subsequently re-arranged and held at the Macdonald Botley Park Hotel, Golf & Country Club just 15 minutes from Southampton Airport.

Nick Sharp, Managing Director of Barbon's Property & Commercial Division, comments: "Last year was an exceptional one for us in terms of new business, despite the difficulties presented by the economic climate.

"We are determined to build upon that success and the main focus of the sales conference was ways in which we can continue to grow and expand the business and to become a more sales driven organisation."

During the event, participants were divided into working groups to discuss and answer a number of key questions. These included how they could make a major difference to the company's sales performance within the next 12 months.

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They were asked to focus on how to create opportunities to win major new accounts, how to improve the conversion rate of new opportunities and ways in which to develop accounts and retain business for the long term.

Each team then had to prepare and present its suggestions to a panel of senior business managers and the assembled sales team in an 'Apprentice' style format. They were expected to outline the changes they proposed, together with details of how those changes would be implemented and monitored, the time frame in which they would expect to be carried out, any additional resources required and how long they anticipated it would take to deliver results.

Participants in the sales conference enjoyed time surrounded by 176 acres of beautiful Hampshire countryside at the Macdonald Botley Park Hotel, complete with 18-hole championship golf course, tennis courts, indoor swimming pool and beauty spa.

Martin Oliver, CEO of Barbon Insurance Group, concludes: "The increase in headcount across our sales teams during 2009 was a clear demonstration of our desire to scale new heights this year. Sales can be a lonely and frustrating job and it was heartening to see so much exchange of best practice in the bar later! Organic growth is picking up in 2010 despite the recessionary backdrop to the conference and as ever it is always possible to buck the trend if you do the job better than the next person."

Barbon has offices located in Croydon, Bordon, Lincoln, Chelmsford, Bournemouth, London and Glasgow.

Barbon's market leading brands include Keelan Westall, Cadogan Keelan Westall, Deacon, Cadogan Hanover Park (SaifInsure, TruckInsure, Plastech, Performance Media and CareAssured), HomeLet, Letsure, BIBALet and Farr.

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Note to editors:

Barbon Insurance Group Limited is authorised and regulated by the Financial Services Authority. It has a gross written premium of more than £150 million and is committed to delivering innovative insurance solutions, as well as risk management and consultancy services. It has built an impressive reputation through knowledge, experience and a commitment to understanding its customers' businesses.

Barbon is wholly owned, through Caley Limited, by leading banks HSBC and Lloyds Banking Group.

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