



**TARGET GROUP**

SALES AND MARKETING CONSULTANCY

## REFERENCE LETTER

### TO WHOM IT MAY CONCERN

**FROM: Teodora Anguelova, Target Group OOD, Managing Partner  
Participant in the Professional Marketing Management Programme – 2006**

I joined the Certified Professional Management Programme in Marketing Management for a couple of reasons, both personal and professional. On the one hand, I needed to certify my knowledge in sales and marketing management, as my University Degree is in English And American Studies, and almost all my professional life is closely bound to sales and marketing. Moreover, I was looking for a programme that will enrich my knowledge and broaden my perspectives by connecting theory with practice. After comparing the market opportunities at the time, my estimation was that I will benefit a lot more from the certification programme of BEIED and I hoped that the high price would stand for higher quality of the education offered.

Now, having accomplished the programme, I can say I have benefited from it several ways:

- I gained more confidence of my knowledge and experience;
- I have a much better view of how consumer marketing is organised;
- I enriched my experience with the ideas and experience of very successful professionals;
- I had the opportunity to discuss my doubts and uncertainties with our tutors and their advice made me even more motivated;
- I got acquainted with colleagues working in different industries and they helped me look at marketing from different perspectives (production, B2B, export, banking, real estate, etc.);
- I tested myself and my knowledge in a competitive environment that made me realise the level of my own expertise;
- I was subject to different manners of teaching and it helped me enrich myself as a trainer and coach as well;
- I met guest speakers from different companies who made a clear and lively connection between what the books say and how it happens in "real life";

I appreciate the constant assistance of the BEIED officials, who made sure that the sessions take place as per our convenience and ensured the attendance of such incredible people in the programme – participants, teachers and guest speakers. They made our experience with the programme easy, informative, organised and even nurtured.

I believe that this programme is absolutely necessary for all marketing and sales professionals who want to upgrade their knowledge and experience, without sacrificing their personal or working time to a regretful extent. This programme is worth what you are paying for.

Teodora Anguelova