



UniCash (a cross-border cash management cooperation between 12 leading European cooperative banks)

Since 2003, Best Practice Exchange seminars have been carried out with delegates from 12 leading European cooperative banks.

“In spite of globalization and the trend towards increasing complexity in today’s business world, commerce – and especially with regard to successful sales – adheres to similar underlying principles all over the world and across its diverse cultures. So, why not mutually share our experience and expertise through international Best Practice Exchange?”

Networking by means of Best Practice Exchange is regarded by many professionals as being the best solution to the challenges posed by the ever-increasing complexity of today’s economy. Networkers meet as partners! They cooperate, driven by a common objective. They achieve a generous, contributive and lively exchange of knowledge and the readiness to absorb new ideas.

One of the objects of the UniCash sales training is to create such Best Practice networks within the UniCash organisation, thus promoting a stimulating exchange of experience and to provide each national UniCash sales force with the opportunity to achieve greater excellence.

Joan von Ehren, a facilitator and sales trainer who is experienced in both banking and transaction management, acts as a catalyst to create a ‘think tank’ atmosphere, conducive to constructive discussion. “