



*“Using customer outcomes as targets, sellers can identify critical actions that will move them steadily toward reaching those outcomes—the defining situation that tells them that they have moved a step ahead in closing that opportunity.”* - Daniel Bettens

An experienced sales executive, Daniel is managing director for CPS Europe. Daniel's 35 years of diverse industry experience in global sales and sales management is a valuable resource in helping clients in the international deal-making arena.

Daniel's career, much of which was spent in the information technology industry, comprises senior positions in relationship management, business development, product management and sales, marketing, and technical support. A global transaction leader, his experience spans numerous international companies in multiple industries, including banking, distribution, pharmaceuticals, and consumer package goods.

His business development consulting practice emphasizes best practices in account planning, account management execution, and opportunity and relationship management around critical selling initiatives. A highly sought-after speaker at professional forums, Daniel counsels deal makers on developing skills to significantly expand their business, increase their success quotient, and maximize their chances of closing deals.

Daniel earned a baccalaureate of science degree from Federal Polytechnic Engineering School in Lausanne, Switzerland. He is active in civic and professional associations. Daniel and his wife live in Etoy, Switzerland. They have three children. Daniel enjoys gliding, swimming, boating, tennis, chess, and reading.

