

**More from:****2 August 2011**

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**Social media statement:** Huthwaite International is named as a finalist in the National Business Awards 2011, BlackBerry Business Enabler of the Year category.

## **Huthwaite International is confirmed as a finalist in the National Business Awards 2011**

**Wentworth, S Yorkshire, 2 August 2011:** Huthwaite International has been confirmed as a finalist in the BlackBerry Business Enabler of the Year category in this year's National Business Awards. In partnership with Orange, the prestigious awards recognise Britain's most innovative and sustainable public and private sector businesses.

Other organisations shortlisted this year range from big names such as Debenhams, JD Wetherspoon, moneysupermarket.com, BSkyB, Majestic Wine and Supergroup, through to rising stars like Ovo Energy, Door-Stop, ShortList Media and HeartSine Technologies.

"The economic climate continues to present UK businesses with an unprecedented challenge," said Baroness Bottomley of Nettlestone, chair of judges for the National Business Awards. "It is therefore particularly encouraging that the entries in this year's National Business Awards have shown no drop in quality or performance. Congratulations to all finalists for demonstrating tremendous strength in their ability to adapt and innovate, which no doubt reflects the resilience and optimism that are the hallmarks of UK enterprise."

Finalists will make presentations in person before an independent expert judging panel at the offices of Coutts & Co, in the City of London, in September and October.

"We are delighted to have been shortlisted for this important award," says Tony Hughes, managing director at Huthwaite International, "and to be recognised in line with such successful and well-respected organisations."

Organised by UBM plc, winners will be honoured at the National Business Awards gala dinner at the Grosvenor House Hotel on Tuesday 8 November, where George Osborne, the Chancellor of the Exchequer will deliver this year's welcome address.

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**Notes for editor:**

**About the National Business Awards**

Open to organisations of all sizes from all sectors across the UK, the National Business Awards in partnership with Orange is the UK's most prestigious independent business recognition platform with its particular emphasis on excellence, innovation and ethical business. Now in its tenth year, the National Business Awards connects the nations' professionals through its annual awards ceremony; year-round thought leadership and round table events; and is UBM Plc's flagship awards programme.

Visit [nationalbusinessawards.co.uk](http://nationalbusinessawards.co.uk) or call 020 7234 8755 for further information.

**About Huthwaite International**

Huthwaite International is a leading behavioural change consultancy specialising in the area of sales performance improvement. Blue chip companies worldwide trust it to deliver measurable results by challenging, improving and sustaining performance at all customer touchpoints through its academic research-based methods.

The company focuses on the customer to provide innovative skills advice for progressive individuals and organisations in sectors such as IT, financial services, healthcare, telecoms, manufacturing, legal and professional services. Specialised services include the Huthwaite Virtual Training Campus and Sales Toolbox. Training initiatives include negotiation skills development, selling to procurement, customer service skills and sales performance improvement such as the pioneering SPIN<sup>®</sup> Selling.

Established in 1974, Huthwaite has UK headquarters in Wentworth, South Yorkshire, and handles international projects through its associated companies throughout Europe, USA and Asia Pacific. For more information on Huthwaite's cost-effective services and solutions, please visit [www.huthwaite.co.uk](http://www.huthwaite.co.uk)

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