

8:30-9:00 - REGISTRATION / REFRESHMENTS / NETWORKING & EXHIBITS

9:00-9:15 - WELCOME – *Tony Gower, Sales Vice President Europe - MHI Global*

9:15-10:00 - 2020 SELLING - THE FUTURE OF PROFESSIONAL SELLING

Jonathan Farrington, CEO – Top Sales World & Managing Partner of Jonathan Farrington & Associates

The sales space has witnessed more changes in the past 3 years than it did in the previous 50, and we should anticipate that the rate of change will only continue to accelerate. Some predict that commoditization will sound the death knell for many sales professionals, but is that the reality?

Jonathan Farrington, one of the world`s foremost sales thought leaders will share his vision for the future of professional selling, and suggest strategies that will ensure organizations can not only survive, but thrive.

10:00-10:45 - FRONTLINE SALES MANAGER'S DILEMMA - COACH, LEADER & BUSINESS MANAGER

Tamara Schenk, Research Director - MHI Research Institute

Frontline sales managers (FSMs) are the most important role in any sales organisation when it comes to sales execution. But our research shows that developing FSMs is still not a high priority ranking investments in productivity. This disconnect has to be solved with holistic frameworks that address the FSMs' challenging role, their often competing key areas customers, people and business. Our FSM Triangle is the foundation for effective FSM development.

10:45-11:30 - MORNING TEA / NETWORKING & EXHIBITS

11:30-12:15 - SALES TECHNOLOGY - ARE YOU READY?

Gary White, CEO - White Springs

Technology in the sales function is dramatically changing how organisations train and equip their sales teams. In the same way that technology has transformed the marketing function over the last few years, sales leaders now need to understand the implications and capabilities of sales enablement and sales acceleration technologies, the skills needed to deploy and how they can drive success.

12:30-1:30 - LUNCH / NETWORKING & EXHIBITS

1:30-2:30 – WORKSHOP SESSIONS 1: (Please select one workshop of your choice)**MHI GLOBAL WORKSHOP: World-Class Funnel Management: Bringing Precision to the Art of Selling**

Mike Whittaker, Sales Consultant - MHI Global

During this session we will be examining the sales funnel and identifying management behaviours that improve productivity, increase forecasting accuracy and drives sales performance. Mike will deliver an enhanced understanding and application of funnel management that supports the key elements of sales growth.

MHI GLOBAL WORKSHOP: Coaching For Successful Sales

Susan Lee, Sales Consultant - MHI Global

During this session we will discuss what good coaching looks like and how it can successfully impact sales performance. After attending this session you will be able to better support your sales team with the knowledge of what coaching is (and isn't!), how to overcome some of the barriers that prevent coaching activities and how to drive the adoption of coaching within your organisation.

MHI RESEARCH INSTITUTE WORKSHOP: Mastering the Frontline Sales Managers Dilemma

Tamara Schenk, Research Director - MHI Research Institute

During this session we will discuss the latest research on Front Sales Managers (FSMs) from the MHI Research Institute. Building on the data points, the FSM triangle concept will be presented and discussed, allowing FSMs to balance various priorities with simple principles. Sharpening the FSMs' focus on those activities and behaviours that really matter is the second concept that will be shared and discussed. Exploring the right leading indicators to support this focus will be processed in this interactive session.

Last but not least, a Front Sales Manager capability framework will be presented allowing attendees to review, to adjust and to design their own FSM development programmes.

WHITE SPRINGS WORKSHOP: Discover Key Technologies for Your Sales Teams & How to ensure Successful Adoption

Gary White, CEO - White Springs

Discover the key technologies needed for any sales team and how to ensure their successful roll-out and adoption. Join White Springs for an interactive hour discussing the pros and cons of different sales technology offerings and the varying benefits available from the perspective of both individual sales professionals and their organisations. Find out which sales applications and tools are considered 'best of breed' and which offer a wider but less comprehensive scope. Once new technologies are implemented, learn how sales leaders can best manage the changes, what issues could be likely to be encountered and what measures can be taken to ensure a successful deployment.

2:30-3:00 - AFTERNOON TEA / NETWORKING & EXHIBITS

3:00-4:00 - WORKSHOP SESSIONS 2: (Please select one workshop of your choice)

MHI GLOBAL WORKSHOP: World-Class Funnel Management: Bringing Precision to the Art of Selling

MHI GLOBAL WORKSHOP: Coaching For Successful Sales

MHI RESEARCH INSTITUTE WORKSHOP: Mastering the Frontline Sales Managers Dilemma

SHOWPAD WORKSHOP: Fact-Based Sales Coaching with Mobile Sales Enablement

Pieterjan Bouten, CEO - Showpad

During this session we will highlight how sales managers and sales coaches can support their coaching sessions with insights on content usage during the sales calls: Are you sales reps approaching the meeting in the correct sequence, present value instead of features and are they focusing on your strategic product introductions that create future customer lock-in?

4:00- 5:30 - DRINKS RECEPTION / NETWORKING & EXHIBITS

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