

2017 CHIEF SALES EXECUTIVE ANNUAL FORUM
AT THE MONARCH BEACH RESORT, DANA POINT, CA NOVEMBER 8-10



GO-TO-CUSTOMER MANDATE

ALIGN RESOURCES. UNLOCK REVENUE.

PRODUCED BY ALEXANDER GROUP

Alexander Group's Annual Forum ties together the leadership, strategy and operations themes of the other 2017 Chief Sales Executive (CSE) Forum events into a single conference.

Our theme, "Go-To-Customer Mandate: Align Resources. Unlock Revenue," builds on two basic premises:

- Markets don't buy anything, customers do
- Growth depends on finding customers who value what you sell

Finding ways to deliver the right messages to the right customers is the Go-To-Customer Mandate. It means translating marketing strategy into impactful sales action. This is what successful sales organizations do well. But getting it right is not easy. It demands answers to three crucial questions.



Sales leaders bring their go-to-customer mandate to life by aligning historically disconnected resources (Sales Operations, Field & Product Marketing, Partners, Service, Outside Sales, and Inside Sales). Collectively, they forge a new

breed of precision team that can transform tired, misaligned product messages into compelling customer value with improved outcomes. All while enabling a sales organization that can target the right resources to deliver the *right value* to the *right customer*.

“ In addition to making new contacts, I’ve learned a lot I didn’t know before, and I’ve been given a lot to think about to take back to my company. ”

Sal Patalano, Chief Revenue Officer, Lenovo

Agenda



November 8

8:30am – 11:00am

Interactive Briefings

- Consequential Leadership
- Hallmarks of Today's High Performance Sales Organization
- Sales Operations & Sales Enablement: Defining the Partnership

11:30am – 1:45pm

**Luncheon Keynote
& 2018 Growth Strategies Preview**

Driving New Customer Value With Seamless Healthcare Solutions

Joe Robinson, SVP, Health Systems Solutions – Philips North America

12:00pm – 5:00pm

Golf Tournament

2:00pm – 4:00pm

Executive Panel Discussions

- Harnessing the Digital Sales Phenomenon
- Leveraging Sales Enablement in the Go-to-Customer Era
- Reaching New Buyers

5:30pm – 6:30pm

Evening Keynote

Leading a Transformation of Consequence

Jim Norton, Chief Business Officer & President of Revenue – Condé Nast

6:30pm – 8:30pm

Opening Night Reception

November 9

7:00am – 8:00am

Group Breakfast

8:00am – 8:50am

Keynotes

Unlocking Value by Listening to Customers

8:50am – 9:40am

Keynotes

Building the Revenue Growth Engine

Cate Gutowski, Vice President, Commercial Digital Thread, GE Digital

10:00am – 11:00am

Focus Sessions

- Harnessing Digital Sales
- Challenge Marketing and Sales to Make 1+1=3
Sal Patalano, Chief Revenue Officer, Lenovo
- Put Resources and Decision-Making Closer to the Customer
Susan Uthayakumar, Vice President, National Sales, Schneider Electric
- Sales and Service Fusion

11:20am – 12:20pm

Repeat of Focus Sessions

12:30pm – 2:00pm

Luncheon Keynote

Simply Brilliant: How Great Organizations Do Ordinary Things
in Extraordinary Ways

Bill Taylor, Best-Selling Author and Founder of Fast Company Magazine

2:10pm – 3:40pm

Executive Roundtables

- Delivering Customer Success
- Harnessing Digital Sales
- Sales Enablement in the Age of Tectonic Change
- Sales Operations Transforms Market Segments to Revenue Segments
- The Emerging Revenue Leader

4:00pm – 4:50pm

Afternoon Keynote

A New Role for Sales Leadership in the Go-to-Customer Era

Chris Toth, President, Oncology Systems America – Varian Medical Systems

4:50pm – 5:30pm

Sponsor-Hosted Cocktail Hour

7:00pm – 9:00pm

Networking Reception

November 10

8:00am – 9:00am

Group Breakfast

9:00am – 10:50am

**Keynote Panel & Executive Think
Tank Roundtables**

Courage to Change

Warren Stone, SVP, Research & Applied Solutions NA, MilliporeSigma

Paul Mountford, Chief Sales Officer & SVP, Riverbed Technology

This event wrap-up will help you crystallize the great ideas you have gathered during the Forum into practical takeaways you can put into action.

10:50am – 11:00am

Close of Conference

Join us:

**2017 CSE Annual Forum
The Monarch Beach Resort
November 8-10, 2017**

Learn how you can unlock revenue potential in 2018 and deliver today's crucial Go-to-Customer Mandate.

LEARN MORE

Contact Betty Corrado for details & to register.
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www.alexandergroup.com/events/annual-forum/