



THE BREAKERS HOTEL

Palm Beach, FL / October 28-30



ADP
Gus Blanchard
SVP of Sales



AKAMAI
Bob Hughes
President, WW Operations



BEST SELLING AUTHOR
To Sell Is Human
Daniel Pink



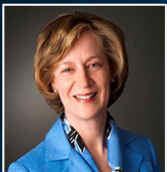
BOEHRINGER INGELHEIM
Kelli Duprey
SVP of Sales



DUN & BRADSTREET
Bob Skea
Head of Americas



FEDEX SERVICES
Mark Colombo
SVP, Solutions & Sales



IBM
Sarah Diamond
GM Global Consulting Svcs.



LAND O'LAKES
John Romines
VP of Sales



PHILIPS NORTH AMERICA
Brent Shafer
CEO



THE WEATHER COMPANY
Jennifer Dangar
President, Distribution & BD

Sales organizations are the true conduit of value that link companies and customers.

Value, however, means different things to different customers. Some focus on price; others on product features and functions. Still others stress what products enable them to do and what these new capabilities are worth.

Sales must deliver what customers value most. Doing this requires the skillful execution of multiple **Sales Motions**.

Sales Motions are the sequence of activities that deliver value to the customer. A **different** motion is needed to emphasize price vs. product function vs. enhanced capability.

Join us at The Alexander Group's **2015 Chief Sales Executive Forum** and learn what top companies are doing to deploy Sales Motions and capture new dimensions of growth by...

BALANCING STRATEGIES that enhance selling effectiveness (when delivering insight) with tactics to improve selling efficiency (when talking price.)

BUILDING PRODUCTIVE PARTNERSHIPS between Sales and Marketing that uncover new insights and create richer value propositions.

ENABLING EXCELLENCE in all sales motions through a Sales Operations function that aligns the right resources against the right customer segments.

BUILDING CULTURES that place meeting customer needs on par with meeting short-term sales targets.

Through keynote speakers, research briefings, workshops, and interactive roundtables, the **2015 Chief Sales Executive Forum** will illustrate how customer-centric sales leaders are taking charge of their destiny by creating a sustainable and scalable revenue growth engine. Join us!

LEARN MORE: www.alexandergroup.com/events/annual-forum/overview/

WEDNESDAY, OCTOBER 28

12:00pm - 5:00pm	Golf Tournament
8:30am - 11:00am	Interactive Briefings <ul style="list-style-type: none"> How Sales Operations Supports Multiple Sales Motions Adding the Innovation Motion to a Product-Centric Sales Force High-Performing First Line Sales Managers: Attributes & Role Evolution Panel
11:30am - 1:45pm	Luncheon: Sales Pulse Survey Readout & Panel Discussion — 2016 Growth Expectations & Strategies
2:00pm - 4:00pm	Executive Panel Discussions <ul style="list-style-type: none"> Inside Sales Enables Multiple Sales Motions Build Your Revenue Growth Engine Women in Sales Leadership Panel <ul style="list-style-type: none"> <i>Juli Clark, VP, Global Business Services - Cisco</i> <i>Jennifer Dangar, President, Distribution & Business Development - The Weather Company</i> <i>Kelli Duprey, Senior Vice President, Sales - Boehringer Ingelheim</i> <i>Stephanie Okey, SVP, US General Manager - Genzyme</i> <i>Joanna Trimble, VP Corporate Sales Channel - Thomson Reuters</i>
5:30pm - 6:30pm	KEYNOTE : Sarah Diamond, GM Global Consulting Services – IBM <i>Delivering Superior Value in an Era of Rising Client Expectations</i>
6:30pm - 8:30pm	Opening Night Reception

THURSDAY, OCTOBER 29

7:00am - 8:00am	Attendee Breakfast
8:00am - 8:50am	KEYNOTE : Mark Colombo, Senior Vice President, Solutions & Sales – FedEx Services <i>Value = Winning: The Role of Sales In Connecting Customers With Value</i>
8:50am - 9:40am	KEYNOTE : Bob Skea, Head of Americas – Dun & Bradstreet <i>Upgrade the Total Customer Experience</i>
10:00am - 11:00am	Focus Sessions (Choose one): <ul style="list-style-type: none"> A. Executive Panel: Building a Revenue Growth Engine at Cisco <i>Juli Clark, VP, Global Business Services - Cisco</i> <i>Jeff Cristee, VP, WW Sales & Partner Training - Cisco</i> <i>Chris Hurst, VP, Strategy and Planning, Global Service Provider - Cisco</i> B. Reinvent the First Line Sales Manager to Ignite Customer-Centric Selling <i>John Romines, VP Sales - Land O'Lakes</i> C. Managing Complexity in a Multi-Motion World <i>Kelli Duprey, Senior Vice President, Sales – Boehringer Ingelheim</i>
11:20am - 12:20pm	Repeat Focus Sessions A-C
12:30pm - 2:00pm	KEYNOTE : Daniel Pink, NY Times Best Selling Author <i>The New ABC's of Selling</i>
2:00pm - 3:30pm	Roundtable Discussions (choose one): <ol style="list-style-type: none"> A New Look at the Sales & Marketing Ecosystem <i>Stephanie Okey, SVP, US General Manager - Genzyme</i> A New Look at the Sales & Sales Operations Ecosystem <i>Gerald Wright, VP, Executive Sponsor for Siemens - Hewlett Packard</i> Selling Value & Delivering Success Takes the Pressure off Price & Discounts <i>Craig Crabtree, Senior Vice President and General Manager - Equifax Mortgage Services</i> <i>Dr. Reed Holden, Founder and Coach - Holden Advisors</i> Emerging Best Practices: How First Line Mgrs. Enable Transformation to Insight-Led Selling Diversity in Sales Panel — Expanding Your Talent Pool <i>Dr. Shirley Davis, President – SDS Global Enterprises</i> <i>Tara Jaye Frank, VP, Multicultural Strategy – Hallmark</i> <i>Jennifer Garrett, SVP, National Sales – Cox Communications</i> How Inside Sales Unlocks the Door to Multiple Sales Motions & Greater Value
3:50pm - 4:40pm	KEYNOTE : Gus Blanchard, Senior Vice President, Sales – ADP <i>Delivering Innovation with Multiple Sales Motions at Global Accounts</i>
4:40pm - 5:30pm	Sponsor-Hosted Cocktail Hour
7:00pm - 9:00pm	Evening Reception

FRIDAY, OCTOBER 30

7:30am - 8:30am	Attendee Breakfast
8:30am - 9:20am	KEYNOTE PANEL: Bob Hughes, President of Worldwide Operations – Akamai Brent Shafer, CEO – Philips North America Jennifer Morgan, President – SAP North America <i>A View from the Top: Courage to Lead the Journey From Selling Things to Delivering Value</i>
9:20am - 10:50am	Interactive Executive Roundtables: Starting the Journey
10:50am - 11:00am	Closing Announcements