



ANNUAL
FORUM

Chief Sales Executive 2017 Forum Series

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 message to the right customer 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 (Outside Sales, Inside Sales, Partners, Sales Operations, Field Marketing, Product Marketing and Service). Collectively, they forge a

new kind of precision teamwork that can transform tired, misaligned product messages into compelling 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 a lot of new contacts, I’ve learned a lot of things I didn’t know before, and I’ve been given a lot of things to think about to take back to my company. ”

Sal Patalano, Chief Revenue Officer, Lenovo Group Limited



November 8

Briefings

8:30am - 11:00am

Consequential Leadership - *The critical role of the sales executive as an agent of transformation in the “era of the empowered customer”*

Hallmarks of Today’s High Performance Sales Organization - *Where top sales organizations are investing time and funds to support growth ambitions in multiple revenue segments*

Sales Operations & Sales Enablement: Defining the Partnership - *What Sales Ops functions are doing to sharpen the skills, expand the capabilities and increase the impact of sales organizations in the “age of the customer”*

Luncheon and Panel Discussion

11:30am - 1:45pm

2018 Sales Pulse Survey Early Findings – Growth Strategies for Next Year - *Get a sneak preview on the growth ambitions, strategies and plans of Fortune 1000 companies for 2018. See what your peers in the audience think with real-time on-site polling.*

Executive Panel Discussions

2:00pm - 4:00pm

Harnessing the Digital Sales Phenomenon - *Explore how companies are harnessing digital sales to better serve customers in all segments before, during and after the sale. Discussion will include where digital sales is making an impact and how such organizations build, expand and transform.*

Reaching New Buyers: Panel Discussion - *New buyers are emerging in just about every industry. What must the sales organization do to identify, reach and influence buyers who care more about business impact than price? Explore how sales organizations are preparing and deploying the talent needed to both sell and deliver business impact to customers...effectively.*

Leveraging Sales Enablement in the Go-to-Customer Era - *This panel will examine actions companies are taking to build out a high impact sales enablement capability. Emphasis will be on discussing objectives, strategies, challenges and outcomes of Sales Enablement and how these relate to Sales Operations.*

Join us at the 2017 CSE Annual Forum to learn how you can unlock revenue potential and deliver today’s crucial Go-to-Customer Mandate.

REGISTER NOW

Learn what revenue leaders across all functions are doing to:

- Contribute to their company’s strategy discussion
- Identify growth potential in underserved markets and accounts
- Distill what buyers really value
- Build the business case for investment in sales resources
- Run complex organizations with multiple routes to customer
- Forge partnerships with peers in other “customer-touching” functions



Evening Keynote

5:30pm - 6:30pm

The Role of the Revenue Leader in Aligning Resources to Ignite Growth - *Product-centric marketing and sales motions miss the growth opportunity defined by customers who seek results, often the largest and fastest growing segment. Some revenue leaders are moving to seize this growth opportunity. Hear how one such leader is aligning marketing and sales resources to package and deliver customer value and change the competitive landscape in his industry.*

Opening Night Reception

6:30pm - 8:30pm

November 9

Keynotes

8:00am - 9:40am

A GM's Perspective on the Revenue Generation Engine - *If reaching customers with compelling solutions is the objective, how should general managers align marketing, sales and service resources to accomplish this? This keynote will explore how organizations use planning, processes, metrics and culture to transform formerly siloed functions into a cohesive, fighting revenue generation team.*

Enabling Sales to Unlock Value and Revenue - *To find new customers, deliver high impact messages and create value beyond the close, sellers need some help. An enablement imperative is required. Find out what one company is doing to provision, coach and improve its sellers to produce a value delivery engine.*

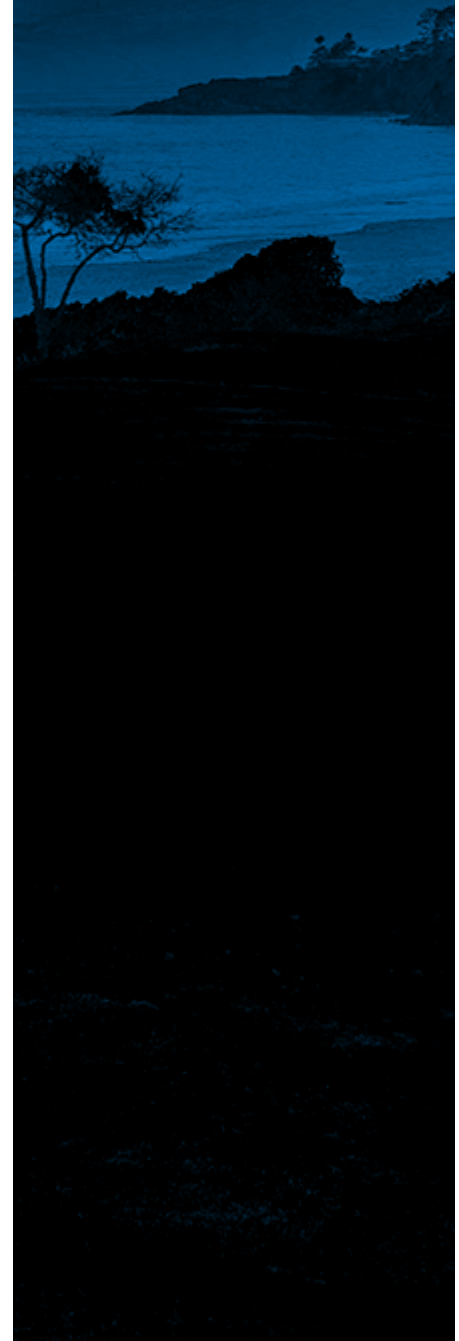
Focus Sessions

10:00am - 12:20pm

Interactive, small-group sessions will explore strategies to align resources that find and reach new customers and unlock revenue. Each session runs twice. Choose any two.

Put Resources and Decision-Making Closer to the Customer - *Hear how Schneider Electric pushed resources out of HQ and into the regions to create a more agile sales organization...better able to serve the needs of different customers in multiple revenue segments.*

Challenge Marketing and Sales to Make 1+1=3 - *No more silos. Hear how Lenovo Software created a sales and marketing ecosystem that encourages out-of-the-box thinking and over-the-top results.*



Sales and Service Fusion - *Discover how Sales works more closely with Service to fuse high impact messages with post-implementation customer care to create customer success and loyalty.*

Harnessing Digital Sales - *From pipeline management to key account penetration/service to SMB coverage, find out how one company is using digital sales technology to align customer-facing resources and deliver more value to more customers at a cost that even the CFO will love.*

Luncheon Keynote

12:30pm - 2:10pm

Simply Brilliant: How Great Organizations Do Ordinary Things in Extraordinary Ways - *From his book of this same title, Bill Taylor, founder of Fast Company magazine and best-selling author, talks about how to pinpoint opportunities for breakaway performance. He will hone in on specific wisdoms from sales and marketing executives and provide additional insights that didn't make it into the book.*

Afternoon Workshops

2:10pm - 3:40pm

The Emerging Revenue Leader - *Discover how sales leaders interact productively with their colleagues in the C-suite to build a sustainable revenue growth engine*

Sales Operations Transforms Market Segments to Revenue Segments - *Sometimes teamed with Marketing, Sales Ops builds the skills to find, size and target growth opportunity in underserved markets and customers*

Harnessing Digital Sales - *Get the most out of digital sales assets to both grow current accounts and tap underserved segments*

Sales Enablement in the Age of Tectonic Change - *Learn how companies build robust capability to deliver value through Sales amidst tectonic changes in technology, competitors and customers*

Delivering Customer Success - *Explore the emergence of the Service function as a full-fledged partner with Marketing and Sales.*

Afternoon Keynote

4:00pm - 5:00pm

A New Role for Sales Leadership in the Go-to-Customer Era - *Customers are the source of value, and Sales is responsible for both mining it AND delivering it. Today's sales organizations are leading the impact game and have become both tactically AND strategically critical. Discover how sales leadership transformed to do both and brought the rest of the organization along for the ride.*

our 2016 revenue growth



Agenda


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Sponsor Hosted Cocktail Hour
4:50pm - 5:30pm

Networking Reception
7:00pm - 9:00pm

November 10

Keynote Panel and Interactive Roundtable Sessions
8:30am - 10:50am

The wrap-up of this year's event will help you crystalize the great ideas you have gathered during the Forum to fuse integration with practical takeaways you can put into action. Together, we will examine the strategies and tools sales leadership can leverage to build an organizational commitment to change that is essential to successful transformation. This session will feature insight into:

- Engaging general management and peers in finance and marketing
- Learning from sellers and customers
- Articulating quantitative and qualitative business objectives
- Building a change-friendly culture

The session includes three parts:

1. Keynote Panelists: Senior executives from different industries will describe transformation challenges they faced and strategies they used to address those challenges.
2. Fireside Chat: Panelists will reveal in-depth experiences and examples in a facilitated discussion
3. Interactive Roundtables: Audience will divide into teams to brainstorm change management issues while engaging the panel with interactive Q&A

Close of Conference
10:50am - 11:00am



Attend Them All For The Most Impact

Attend all three 2017 Forums at a significant cost saving PLUS access to quarterly executive roundtables and other perks.


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