

# The Changing Customer Contract — A New Role for Sales

Alexander Group's 2016 Chief Sales Executive Annual Forum  
Palm Beach, FL | November 16-18 | The Breakers

## Today's empowered customers acquire their own product knowledge and expect vendors to offer something more.

To reach and influence this new breed of buyer, sellers must offer something compelling.

- ▶ An insight into their particular business.
- ▶ A unique solution to a vexing problem.
- ▶ A willingness to help implement complex solutions and participate in the results it produces.

Today's best sales leaders understand the changing customer contract...and take steps to fulfill the new terms.

At Alexander Group's **2016 Chief Sales Executive Forum**, we'll explore how functional walls are toppling as sales partners with marketing, operations, finance and customer success to design new services, fresh value propositions and innovative coverage.

Join us to learn firsthand what leading sales organizations are doing to expand their influence both up and across the company and build a sustainable revenue growth engine dedicated to meeting customer needs. **This is the new role that sales must now inhabit.**



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## SPEAKERS



**SAL ABBATE**  
SVP, Chief Sales & Marketing Officer  
Andersen



**BILL GRIFFIN**  
EVP, Field Operations  
Aspen Technology



**JUDY BUCHHOLZ**  
General Manager, Digital Sales  
IBM Digital Group



**KEVIN HARDAGE**  
VP, Sales | RMS  
Medtronic



**MAURIZIO CARLI**  
EVP, Worldwide Sales  
VMware



**KIM KELLEHER**  
Publisher & Chief Revenue Officer  
WIRED Media



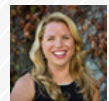
**TOM DAVIS**  
Chief Marketing Officer  
Forbes Media



**TIM KILLENBERG**  
SVP, Sales & Marketing  
N3



**CHRIS DONATO**  
VP, Global Sales  
Hewlett Packard



**CHRISTINA KOSMOWSKI**  
SVP, Revenue Lifecycle Mgmt. & Customer Success  
Salesforce



**LARRY DUNIVAN**  
Chief Revenue Officer  
Ceridian



**SAL PATALANO**  
Chief Revenue Officer  
Lenovo Software



**SYLVIA ESCOBAR**  
VP & GM, Americas Field Operations  
Agilent Technologies



**WOODY SESSOMS**  
SVP, Global Service Provider  
Cisco

## SPECIAL APPEARANCE



**DR. ROBERT CIALDINI**  
President  
INFLUENCE AT WORK  
Author of "Pre-suasion"

## WEDNESDAY, NOVEMBER 16

12:00pm - 5:00pm	<b>Golf Tournament</b>
8:30am - 11:00am	<b>Interactive Briefings</b> <ul style="list-style-type: none"> <li>Sales Leadership Imperative: How to Be Consequential</li> <li>Build a Successful Cloud/Subscription Revenue Engine</li> <li>The Digital Revolution Is Transforming Everything...How to Get Your Salesforce Ahead of the Curve</li> </ul>
11:30am - 1:45pm	<b>Luncheon: 2017 Sales Growth Forecast Readout &amp; Panel Discussion</b>
2:00pm - 4:00pm	<b>Executive Panel Discussions</b> <ul style="list-style-type: none"> <li>Keys to Success for Today's Global Sales Leader</li> <li>Women in Revenue Growth: Uniting Across Functions to Improve Business Results</li> <li>Preparing the Salesforce for a New Role</li> </ul>
5:30pm - 6:30pm	<b>CHIEF REVENUE OFFICER (CRO) PANEL: A Position Whose Time Has Come</b> Sal Abbate — SVP, Chief Sales & Marketing Officer, Andersen Larry Dunivan — Chief Revenue Officer, Ceridian Kim Kelleher — Publisher & Chief Revenue Officer, WIRED Media Sal Patalano — Chief Revenue Officer, Lenovo Software
6:30pm - 8:30pm	<b>Opening Night Reception</b>

## THURSDAY, NOVEMBER 17

7:00am - 8:00am	<b>Attendee Breakfast</b>
8:00am - 8:50am	<b>KEYNOTE: Become Your Customers' No. 1 Business Partner</b> Woody Sessoms — SVP, Global Service Provider, Cisco
8:50am - 9:40am	<b>KEYNOTE: Driving Growth Amid Tectonic Change</b> Maurizio Carli — EVP, Worldwide Sales, VMware
10:00am - 11:00am	<b>Focus Sessions (Choose 1):</b> <ol style="list-style-type: none"> <li><b>A. A New Role for Sales: Technology Viewpoint</b> Chris Donato — VP, Global Sales, Hewlett Packard Enterprise</li> <li><b>B. The Journey From Product-Focused to Customer-Centric Selling</b> Kevin Hardage — VP, Sales   RMS, Medtronic</li> <li><b>C. Delivering Value Through Inside Sales in Transformational Industries</b> Tim Killenberg — SVP, Sales &amp; Marketing, N3</li> </ol>
11:20am - 12:20pm	<b>Repeat Focus Sessions A-C</b>
12:30pm - 2:00pm	<b>LUNCHEON KEYNOTE: "Pre-suasion"</b> Dr. Robert Cialdini — President, INFLUENCE AT WORK, Author of "Pre-suasion"
2:00pm - 3:30pm	<b>Roundtable Discussions (Choose 1):</b> <ol style="list-style-type: none"> <li>Revenue Segmentation: Delivering the Right Value With the Right Resources</li> <li>A New Role for Sales...and a New Role for Sales Operations</li> <li>Driving Profitable Growth With a Diverse and Inclusive Workforce</li> <li>The CRO: Is This the Best Way to Maximize Performance of the Marketing/Sales/Service Complex?</li> <li>Hire to Retire: Get the Most From Your Talent by Keeping It Longer</li> <li>Arming Your Sales Force to Thrive During Times of Uncertainty</li> </ol>
3:50pm - 4:40pm	<b>KEYNOTE: Driving Bold New Value Through the Digital Channel</b> Judy Buchholz — General Manager, Digital Sales, IBM Digital Group
4:40pm - 5:30pm	<b>Sponsor-Hosted Cocktail Hour</b>
7:00pm - 9:00pm	<b>Evening Reception</b>

## FRIDAY, NOVEMBER 18

7:30am - 8:30am	<b>Attendee Breakfast</b>
8:30am - 9:20am	<b>KEYNOTE PANEL: The Courage to Change</b> Tom Davis — Chief Marketing Officer, Forbes Media Sylvia Escobar — VP & GM, Americas Field Operations, Agilent Technologies Bill Griffin — EVP, Field Operations, Aspen Technology Christina Kosmowski — SVP, Revenue Lifecycle Management & Customer Success, Salesforce
9:20am - 10:50am	<b>Interactive Executive Roundtables</b>
10:50am - 11:00am	<b>Closing Announcements</b>