

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



The technology industry is impacted by the emergence of highly knowledgeable customers who expect more from their vendors.

As a tech industry sales leader, you need to know how to position your sales organization for revenue growth and competitive advantage in a fast-changing and complex landscape.

Alexander Group's **Chief Sales Executive Forum, November 16-18**, will help you understand the **Changing Customer Contract — A New Role for Sales**, and the steps you need to take to fulfill the new terms.

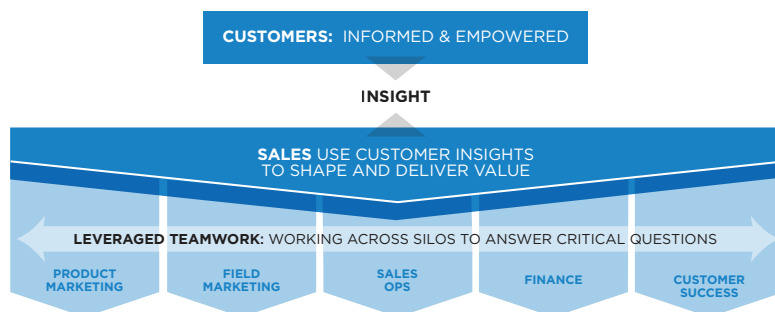
Join an exclusive group of revenue-focused leaders to gain valuable insights shared by senior executives from **Cisco, HP, IBM, Lenovo, Salesforce, VMware** and other Fortune companies. Your experience will include:

- ▶ Keynote presentations of sales transformation stories and new "Go-to-Customer" sales models
- ▶ Cross-industry panel discussions addressing important growth imperatives
- ▶ Best practice research findings from Alexander Group
- ▶ Interactive executive roundtables with invaluable practical takeaways
- ▶ The unprecedented opportunity to network with 200+ corporate revenue-focused leaders across technology and other industries

Learn what's working now at other technology companies and what's planned for 2017...while you test your ideas, thinking and solutions firsthand at the **#1 Chief Sales Executive Forum**—the only event designed and produced for revenue growth leaders.

WHAT THE NEW ROLE FOR SALES LOOKS LIKE

A SUSTAINABLE REVENUE GROWTH ENGINE DEDICATED TO MEETING CUSTOMER NEEDS



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SPEAKERS



SAL ABBATE
SVP, Chief Sales & Marketing Officer
Andersen



BILL GRIFFIN
EVP, Field Operations
Aspen Technology



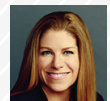
JUDY BUCHHOLZ
General Manager,
Digital Sales
IBM Digital Group



KEVIN HARDAGE
VP, Sales | RMS
Medtronic



MAURIZIO CARLI
EVP, Worldwide Sales
VMware



KIM KELLEHER
Publisher & Chief Revenue Officer
WIRED Media



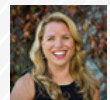
TOM DAVIS
Chief Marketing Officer
Forbes Media



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"

Annual Forum Agenda: Technology Track

WEDNESDAY, NOVEMBER 16

12:00pm - 5:00pm

Golf Tournament

8:30am - 11:00am

Interactive Briefings

- Sales Leadership Imperative: How to Be Consequential
- Build a Successful Cloud/Subscription Revenue Engine
- The Digital Revolution Is Transforming Everything...How to Get Your Salesforce Ahead of the Curve

11:30am - 1:45pm

Luncheon: 2017 Sales Growth Forecast Readout & Panel Discussion

2:00pm - 4:00pm

Executive Panel Discussions

- Keys to Success for Today's Global Sales Leader
- Women in Revenue Growth: Uniting Across Functions to Improve Business Results
- Preparing the Salesforce for a New Role

5:30pm - 6:30pm

CHIEF REVENUE OFFICER (CRO) PANEL: A Position Whose Time Has Come

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

Opening Night Reception

THURSDAY, NOVEMBER 17

7:00am - 8:00am

Attendee Breakfast

8:00am - 8:50am

KEYNOTE: Become Your Customers' No. 1 Business Partner

Woody Sessoms — SVP, Global Service Provider, Cisco

8:50am - 9:40am

KEYNOTE: Driving Growth Amid Tectonic Change

Maurizio Carli — EVP, Worldwide Sales, VMware

10:00am - 11:00am

Focus Sessions (Choose 1):

A. A New Role for Sales: Technology Viewpoint

Chris Donato — VP, Global Sales, Hewlett Packard Enterprise

B. The Journey From Product-Focused to Customer-Centric Selling

Kevin Hardage — VP, Sales | RMS, Medtronic

C. Delivering Value Through Inside Sales in Transformational Industries

Tim Killenberg — SVP, Sales & Marketing, N3

11:20am - 12:20pm

Repeat Focus Sessions A-C

12:30pm - 2:00pm

LUNCHEON KEYNOTE: "Pre-suasion"

Dr. Robert Cialdini — President, INFLUENCE AT WORK, Author of "Pre-suasion"

2:00pm - 3:30pm

Roundtable Discussions (Choose 1):

1. Revenue Segmentation: Delivering the Right Value With the Right Resources
2. A New Role for Sales...and a New Role for Sales Operations
3. Driving Profitable Growth With a Diverse and Inclusive Workforce
4. The CRO: Is This the Best Way to Maximize Performance of the Marketing/Sales/Service Complex?
5. Hire to Retire: Get the Most From Your Talent by Keeping It Longer
6. Arming Your Sales Force to Thrive During Times of Uncertainty

3:50pm - 4:40pm

KEYNOTE: Driving Bold New Value Through the Digital Channel

Judy Buchholz — General Manager, Digital Sales, IBM Digital Group

4:40pm - 5:30pm

Sponsor-Hosted Cocktail Hour

6:00pm - 7:00pm

Tech Sector Cocktail Hour

7:00pm - 9:00pm

Evening Reception

FRIDAY, NOVEMBER 18

7:30am - 8:30am

Attendee Breakfast

8:30am - 9:20am

KEYNOTE PANEL: The Courage to Change

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

Interactive Executive Roundtables

10:50am - 11:00am

Closing Announcements

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