



GO-TO-CUSTOMER SYMPOSIUMS | CLOUD/SUBSCRIPTION BUSINESSES INSIGHTS FOR YOUR FISCAL YEAR PLANNING

The cloud/subscription marketplace is evolving fast, and companies that do not update their go-to-customer strategies will be left behind.

Sales leaders need new innovative sales practices to help them grow their cloud/subscription businesses, manage sales costs and minimize risk. Key challenges include:

- Launching new sales strategies to address non-IT buyers
- Strengthening pre-sales and post-sales models
- Rationalizing the new expense-to-revenue paradigm
- Driving greater leverage from inside sales
- Aligning sales comp plans to cloud/subscription strategy

If you are focused on optimizing your cloud/subscription sales model, join us first at the Alexander Group's Cloud/Subscription Go-to-Customer Symposium.

This day-long session, held at Autodesk's renowned Gallery at One Market Street in San Francisco, will share best practices for the above cloud/subscription growth challenges and much more. Attendees (by invitation-only) will include sales management, strategy, and operations leaders from leading companies.

Participants will benefit from hearing AGI's recent in-depth research on cloud/subscription sales best practices, exchanging solutions with peers, and networking across the cloud/subscription sales leadership community. The insights and benchmarks you learn at this Symposium will provide your team with a significant competitive advantage as you build next fiscal year's growth plan.

2016 GO-TO-CUSTOMER CLOUD SERIES

Cloud/Subscription Sales Leaders, Join Your Peers!

SAN FRAN SYMPOSIUM:

AUGUST 29, 2016
Autodesk Gallery, One Market St.,
San Francisco, CA 94105

CHIEF SALES EXECUTIVE FORUM:

NOVEMBER 16-18, 2016
The Breakers
Palm Beach, FL

Benefit from in-depth leading research, interactive executive roundtables, top industry speakers, cloud/subscription business survey, sales model transformations, and more!

As a participant in the San Fran Symposium, enjoy a community discount to the **#1 Chief Sales Executive Forum!** Further the insights, best practices learning, and unprecedented networking with tech industry peers!

CURRENT ATTENDEE SAMPLING:

Akamai	HP	McAfee	SAP
Cisco	IBM	Microsoft	Salesforce
Dell/EMC	Intuit	New Relic	SurveyMonkey
eBay	Lenovo	Palo Alto Networks	Symantec
FireEye	LinkedIn	Paypal	VMware

Produced &
Hosted By:



Symposium
Co-Hosted By:





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AGENDA

8:00am - 9:00am	Breakfast/ Check-In	Check-in and network with peers over breakfast
9:00am - 10:30am	Cloud/ Subscription Model Trends	Clouds/Subscription Model Trends Informed by AGI's Research and Client Experience <ul style="list-style-type: none"> • Ambitious Growth Targets • Rationalizing the New Expense-to-Revenue Paradigm • Re-Engineering the Sales Model
10:30am - 11:30am	Panel Discussion	Critical Cloud/Subscription Model Sales Practice
11:30am - 12:00pm	Lunch/ Speed Networking	Lunch
12:00pm - 1:00pm		Speed Networking
1:00pm - 2:00pm	Breakout 1	1. Shifting Away from IT-Centric Hunting
2:10pm - 3:10pm	Breakout 2	2. Building Out New Above-the-Funnel Capabilities
3:20pm - 4:20pm	Breakout 3	3. Enhancing Post-Sales Capabilities
		4. Changing the Game with Inside Sales
		5. Engaging Partners for Cloud Business
		6. Moving the Needle with Sales Compensation Solutions
4:30pm - 5:00pm	Closing Remarks	Wrap Up: What's Next for the Evolving Cloud/Subscription GTC Model
5:00pm - 8:30pm	Cocktails and Dinner	Location: TBD

SYMPOSIUM SPEAKERS

Marc Metzner, Vice President

Rachel Parrinello, Principal

Ted Grossman, Principal

Sean Ryan, Principal

Chris Semain, Principal

Igor Urioc, Director

Davis Geidt, Consultant

Mike Meisenheimer,
Sales Analytics Team Leader

CHIEF SALES EXECUTIVE FORUM

Get details on our Technology Sector Track featuring
"How to Build a Successful Cloud/
Subscription Revenue Engine."

[Contact Erin for a brochure](#)