

The Changing Customer Contract — A New Role for Sales

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

Sales Enablement Track

Improving sales productivity...it is a critical issue. To address this, sales enablement functions are now emerging to help drive seller effectiveness, increase revenue performance and meet the needs of more demanding customers.

SITUATION: No two sales enablement groups look the same...making it difficult to know what to expect from this function and to identify best practices.

SOLUTION: The Alexander Group is launching an agenda track dedicated to clarifying this topic and emerging role at the *Chief Sales Executive Forum, November 16-18.*

Designed to help **revenue leaders** learn more about what they should expect from their sales enablement functions, this track provides examples of groundbreaking work in other companies.

Best Practices Leadership Group: Join the newly formed "Sales Enablement Society," an invitation-only group of current practitioners and leaders dedicated to the advancement of the profession after the Forum.

Contact Betty Corrado to Register!

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For Sponsorship of the Sales Enablement Society - Contact Scott Santucci at 703.405.8800

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: Sales Enablement Track

WEDNESDAY, NOVEMBER 16

7:00am - 8:30am

Breakfast Briefing

Hire to Retire: *Adapting Your Sales Talent Strategy to Changing Customer Expectations*

Acquiring, developing and retaining the right sales talent is more challenging today than it has ever been. Buyers are getting more sophisticated, stakeholders involved in decisions are increasing, deals are becoming more commoditized, budgeting and funding models are changing, and sales cycles are more complex. However, the approach to driving sales productivity through talent-related efforts has not changed substantially in the last 30 years. Learn why a siloed approach to managing sales talent does not work in this modern economy and what strategy you should pursue. AGI will present its *Hire to Retire* approach to managing the overall talent development experience over the entire lifecycle of an employee's tenure. Participants in this interactive session will receive a guide on how to set up a Sales Enablement function to execute this program.

THURSDAY, NOVEMBER 17

7:00am - 8:00am

Reserved Networking Tables: Sales Enablement Leaders

2:00pm - 3:30pm

Hire to Retire — Executive Roundtable

Get the Most out of Your Talent by Keeping it Longer



Carol Sustala, Executive Director of Sales Enablement at Trinet, will build upon the insights from the prior Morning Briefing. She'll share Trinet's transformation to a high-performing organization in less than one year across such areas as: high turnover, low morale, inconsistent participation from frontline sales managers, and long ramp-up times for new hires. How? By following the *Hire to Retire* framework, Carol created a sales enablement function that integrated a number of disparate functions, and partnered with leadership to create a powerful onboarding, development and sales coaching program.

6:00pm - 7:00pm

Sales Enablement Attendees — Private Cocktail Hour

FRIDAY, NOVEMBER 18

INAUGURAL SALES ENABLEMENT SOCIETY NATIONAL MEETING

Immediately following the Forum, join a group of sales enablement leaders for the first national meeting of this Society. This newly formed organization is dedicated to elevating the sales enablement function, creating best practice standards and a community of like-minded leaders. Our agenda includes:

12:00pm - 12:30pm

Review of the Society's Mission

12:30pm - 1:00pm

Group exercise validates and gains buy in on the mission

1:00pm - 1:30pm

Overview of the "business within a business" operating model for running a best in class sales enablement function

1:30pm - 2:15pm

Group discussion about practical application and creating "stickiness"

2:15pm - 2:30pm

Break

2:30pm - 3:00pm

Sales Enablement Services Primer: What are they and how do you create them?

3:00pm - 3:45pm

Group discussion about practical application

3:45pm - 4:00pm

National Society proposal

4:00pm - 4:30pm

Break-out: Small groups to discuss National Society plan implementation

4:30pm - 5:00pm

Review findings and agree on recommendations

5:00pm

Formally enact National Sales Enablement Society

PRODUCED BY:



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