



Chief Sales Executive 2017 Forum Series

The Langham | Chicago

June 13th 5pm - 9pm
June 14th 8am - 4:30pm



GO-TO-CUSTOMER MANDATE

ALIGN RESOURCES. UNLOCK REVENUE.

PRODUCED BY ALEXANDER GROUP

Sales Operations = Productivity Accelerator

Markets don't buy; customers do. As new and demanding customers emerge, Sales is charged with both reaching and influencing them. This is the new "go-to-customer mandate."

Sales Operations is the engine that enables Sales to fulfill this mandate. Great Sales Ops leaders do this by extracting more value from the Marketing, Sales and Service ecosystem.

MARKETING

produces better leads when it shares revenue responsibility with Sales

SALES

moves leads through the pipeline more effectively with better insight and tools from Marketing

Sales develops better customer loyalty and more renewal sales when it engages with

SERVICE

to engage customers before a problem occurs

Doing so means an increasingly strategic role for Sales Ops that enables the Sales function to deepen its business acumen, understand customers more intimately, make data-driven decisions and strive for results in the short term while preparing for the long term.

Sales Operations is a "productivity accelerator" when translating marketing strategy into sales action.

In this new capacity, Sales Ops delivers impact in three key areas:

Strategy Implementation: Partners with Marketing to introduce new capabilities

Sales Coverage: Organizes sales resources to deliver precise coverage to demanding customers

Sales Enablement: Provisions sellers to deliver the right value to the right customers

" You should attend this event to network with multiple organizations, take a look at best practices and utilize those best practices within your own organization. "

Shaun MacGarvie, Sales Director, Schneider Electric



June 13th - 5:00pm - 9:00pm

Reception and Dinner

Opening Keynote

How Sales Ops Enables the Go-To-Customer Mandate – *A case study in how a transformed Sales Operations function arms sellers with resources to win with new buyers. Followed by panel discussion.*

June 14th - 8:00am - 4:30pm

Briefings and Panel Discussions

The Role of Sales Operations in Connecting Strategy with Tactics – *How Sales Operations discovers untapped potential and aligns the resources to leverage it*

What is Sales Enablement? *The latest best practices in provisioning, coaching and development to enable sales resources to succeed*

Keynotes

Harnessing the Power of Data-Driven Decision Making – *Using new sources of market, account and buyer data to target the right selling resources to the right opportunities*

Rethinking the Sales Operations Toolkit: A Holistic Architecture – *Building a Sales Ops function that can super charge productivity when growth expectations are high and spending is limited*

Interactive Roundtables

Sales Ops Transforms Sales and Marketing into a “Smarketing Team” – *How the Sales and Marketing partnership is characterized by joint planning, execution and analysis*

Tools and Approaches to Data-Driven Decision Making – *Sources of data, analytical frameworks and decision-making pathways of the go-to-customer Sales Ops team*

Sales Operations and Sales Enablement – *Explore the critical and complimentary roles of each of these functions in building and executing go-to-customer strategies*

Networking Reception

Join us June 13-14th to learn how top companies are building a newly enhanced Sales Operations capability that supports their dynamic, go-to-customer growth strategies.

REGISTER NOW

Implementing a go-to-customer mandate empowers Sales Operations leaders to:

- Increase their strategic role
- Deepen their business acumen
- Know customers more intimately
- Make data-driven decisions
- Drive for results in the short term while preparing for the long term

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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