



STRATEGY
FORUM

Chief Sales Executive 2017 Forum Series

Princeton Club | New York

May 8th 5pm - 9pm
May 9th 8am - 4:30pm





GO-TO-CUSTOMER MANDATE

ALIGN RESOURCES. UNLOCK REVENUE.

PRODUCED BY ALEXANDER GROUP

This event will help you connect marketing strategy to sales execution

Want to fill the gap between marketing strategy and sales execution? Build a go-to-customer strategy. Sales leaders are in charge of the top line. Growth, through smart use of sales resources, is their core responsibility.

These leaders know that markets don't buy anything; customers do. Growth depends on expertly transforming *marketing strategy* into executable *sales tactics*. Tactics that bring compelling offers to customers that can benefit from hearing them. Bridging the gap between marketing strategy and sales tactics can unlock dynamic growth potential.

Success is not a given. It relies on deep understanding and decisive action in three areas:



“ Beyond the networking and information I acquire by attending CSE Forum events, some of the nuggets of learning I gain are definitely going to be implemented in our planning. ”

Dave Spencer, SVP and Managing Director, SAP America, Inc.

May 8th - 5:00pm - 9:00pm

Reception and Dinner

Opening Keynote

A Chief Revenue Officer's Perspective on Building a Go-to-Customer Strategy - *Learn from the experience and distilled wisdom of one CRO's successful journey down this path. Followed by a panel discussion.*

May 9th - 8:00am - 4:30pm

Briefings and Panel Discussions

The Emergence of the Revenue Leader - *Understand what sales leaders are doing to enhance their influence over strategic decisions and build a scalable revenue growth engine*

Revenue Growth Investment Strategies - *Explore where leading sales organizations are placing their bets to meet aggressive objectives to meet new and demanding buyer needs*

Keynotes

Revenue Leaders - the New Change Agents - *Hear how one revenue leader changed the role of her company's top sales executive...and is building a revenue growth engine in the process*

Succeeding in the New Sales Leadership Ecosystem of Marketing/Sales/Service - *Find out how one sales leader successfully built a multi-function team to bridge these three distinct functions*

Interactive Roundtables

Finding and Exploiting Growth Opportunity - *Explore how sales organizations gain the expertise to identify under-served or under-penetrated customer groups and their growth opportunities*

Enabling New Capability - *Learn how sales leaders are enabling their transforming organizations to target growth opportunities and deliver new messages and outcomes to demanding customers*

Balancing the Resources Needed to Build, Close and Nurture Customer Relationships - *Discover how Sales, Marketing and Service can team to implement new services to a customer's business*

Networking Reception

Join us at the 2017 Chief Sales Executive Strategy Forum to explore how sales and revenue leaders are designing go-to-customer strategies for sustained growth engines.

REGISTER NOW

Go-to-Customer strategies empower sales leaders to build dynamic systems that:

- Learn what customers really value...from products to results
- Craft compelling value propositions from what the systems offer
- Target customers according to what they value and how much they can buy
- Deploy resources calibrated to deliver the value demanded
- Provision resources with the tools they need to succeed

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.


STRATEGY

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203-905-5593

or email Betty Corrado at
bcorrado@alexandergroup.com

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ALEXANDER GROUP'S 2017 CSE STRATEGY FORUM

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