



Sales Summit Day One

November 19th, 2025 SALES SUMMIT MAIN STAGE

**SALES SUMMIT
MAIN STAGE**

08:30 Welcome

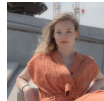
Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

**SALES SUMMIT
MAIN STAGE**

09:15 Welcome

Opening of the event with a warm welcome by the moderator.

Host



Inken März
*Sales Summit
Moderation*

**SALES SUMMIT
MAIN STAGE**

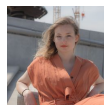
PRESENTATION

09:30 Keynote



Anna Boss
Too Good To Go

Host



Inken März
*Sales Summit
Moderation*

**SALES SUMMIT
MAIN STAGE**

10:00 Coffee break

Enjoy coffee and breakfast and establish new contacts with the attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT
MAIN STAGE**

PRESENTATION

10:30 Keynote

**SALES SUMMIT
MAIN STAGE**

PANEL
DISCUSSION

11:00 Transformation in sales: unleashing the digital future

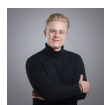
New tools, software solutions and processes in modern sales practice. What is the "state of the art" and what opportunities and changes will result from it?



Lars Hamann
Rotkäppchen-Mumm



Markus Seydaack
EMUGE-FRANKEN



Julian Berzbach
Ad Alliance

**SALES SUMMIT
MAIN STAGE**



PANEL
DISCUSSION

11:45 Customer Centricity

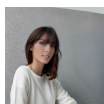
Building successful customer relationships and maintaining them in the long term is the goal of every sales department. How can companies create sustainable relationships, and what role can a focus on customer success and the implementation of sales excellence play in this?



Volkmar Link
DKV Mobility



André Buck
The Berner Group



Lina Hakobyan
Statista

Host



Katharina Messner
Qinshift

**SALES SUMMIT
MAIN STAGE**

12:30 Lunch break

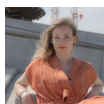
Enjoy the food while establish new contacts with attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT
MAIN STAGE**

14:00 Sales Summit Startup Awards

Here you will get to know innovative startups that present their smart and new solutions for digital innovations in sales. The best three will receive a Sales Summit Startup Award - you vote!

Host



Inken März
*Sales Summit
Moderation*

**SALES SUMMIT
MAIN STAGE**

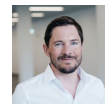
 PRESENTATION

15:00 Key decisions of the CSO and their implementation in the sales organization

Top management in sales today faces unprecedented challenges. Global, social and political changes are increasing planning uncertainty. At the same time, changes in customer behavior can be observed in many markets. An almost unmanageable number of new, rapidly developing technological opportunities are just around the corner, while long-standing top performers in sales are still achieving and exceeding their targets, in some cases with great success, using approaches that have been tried and tested over decades. But how can the sales organization be geared towards the future? The latest study by the Sales Management Department shows where important key decisions for the transformation of sales lie and how these can be effectively implemented in the organization.

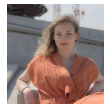


Univ.-Prof. Dr. Jan Wieseke
*Sales Management
Department | Ruhr-
Universität Bochum*



Univ.-Prof. Dr. Christian Schmitz
*Sales Management
Department | Ruhr-
Universität Bochum*

Host



Inken März
*Sales Summit
Moderation*

**SALES SUMMIT
MAIN STAGE**

 PANEL

DISCUSSION

 KEINE ANGABE

15:30 Fireside Chat

Host



Dr. Jens Hutzschenreuter
Digital Business Group

**SALES SUMMIT
MAIN STAGE**

16:00 Coffee break

Enjoy some coffee and cake and establish new contacts with the attendees and exhibitors of the Service & Sales Summit.

**SALES SUMMIT
MAIN STAGE**

 PANEL
DISCUSSION

16:45 Sales teams in transition: New horizons

Sales teams are currently undergoing profound change, driven by technological innovations and economic change. As a result, collaboration in agile teams is becoming increasingly important in order to meet dynamic market requirements. What do today's team structures and working models look like and how can corporate goals be reconciled with the wishes of employees?



Marco Altenhöfer
GMH Gruppe



Franziska Bauske
INSITE-Interventions

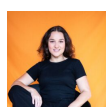


Arne Schönfeld
*Bosch Service
Solutions*



Andreas Klassa
PŸUR | Tele Columbus

Host



Ramona Brunner
SHE APÉRO

**SALES SUMMIT
MAIN STAGE**

 PRESENTATION

17:30 Keynote



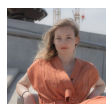
**Dr. Jens
Hutzschenreuter**
Digital Business Group

**SALES SUMMIT
MAIN STAGE**

18:00 Speaker Award Prizegiving

The top three speakers from our Main Stage will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.

Host



Inken März
*Sales Summit
Moderation*

**SALES SUMMIT
MAIN STAGE**

18:15 Service & Sales Summit AFTERSHOW LOUNGE
Networking, drinks & music for all participants

**SALES SUMMIT
MAIN STAGE**

23:00 End of today's event



Sales Summit Day One

November 19th, 2025 ZUGSPITZE MASTERCLASSES

ZUGSPITZE MASTERCLASSES

08:30 Welcome

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

ZUGSPITZE MASTERCLASSES

10:30 Keynote

In preparation

- 👤 PRESENTATION
- 🔑 SERVICE

ZUGSPITZE MASTERCLASSES

11:00 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SALES

ZUGSPITZE MASTERCLASSES

12:30 Lunch break

Enjoy the food while establish new contacts with attendees and exhibitors of the Service & Sales Summit.

ZUGSPITZE MASTERCLASSES

14:00 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SALES

ZUGSPITZE MASTERCLASSES

14:45 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SERVICE

ZUGSPITZE MASTERCLASSES

15:00 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SERVICE

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15:30 Coffee break

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ZUGSPITZE MASTERCLASSES

16:15 Masterclass

in preparation

- 👤 PRESENTATION
- 🔑 SERVICE

ZUGSPITZE MASTERCLASSES

16:45 Masterclass

In preparation

- 👤 PRESENTATION

**ZUGSPITZE
MASTERCLASSES**

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**ZUGSPITZE
MASTERCLASSES**

18:15 Service & Sales Summit AFTERSHOW LOUNGE
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Sales Summit Day One

November 19th, 2025 MATTERHORN MASTERCLASSES

MATTERHORN MASTERCLASSES

08:30 Welcome

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

MATTERHORN MASTERCLASSES

11:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

MATTERHORN MASTERCLASSES

12:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

MATTERHORN MASTERCLASSES

12:30 Lunch break

Enjoy the food while making new contacts with visitors and exhibitors at the Service & Sales Summit.

MATTERHORN MASTERCLASSES

14:30 Masterclass

In preparation

 PRESENTATION

 SERVICE

MATTERHORN MASTERCLASSES

15:30 Coffee break

Enjoy coffee and cake and make new contacts with the visitors and exhibitors of the Service & Sales Summit.

MATTERHORN MASTERCLASSES

16:15 Masterclass

In preparation

 PRESENTATION

 SERVICE

MATTERHORN MASTERCLASSES

17:00 Masterclass

In preparation

 PRESENTATION

 SERVICE

MATTERHORN MASTERCLASSES

17:30 Speaker Awards Prizegiving

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MATTERHORN MASTERCLASSES

18:15 Service & Sales Summit AFTERSHOW LOUNGE Networking, drinks & music for all participants



Sales Summit Day One

November 19th, 2025 SERVICE SUMMIT MAIN STAGE

**SERVICE
SUMMIT MAIN
STAGE**

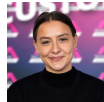
08:30 Welcome

Our doors open at 08:30 - so you can start networking at the first coffee and secure the best seat

**SERVICE
SUMMIT MAIN
STAGE**

09:15 Welcome

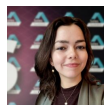
Event opening and welcome from organizers



Dorina Mielke
Trailblazer Summits



Nele Flach
Trailblazer Summits



Selina Meyer
Trailblazer Summits



Katharina Parade
Trailblazer Summits

**SERVICE
SUMMIT MAIN
STAGE**

PRESENTATION

09:30 Keynote



Tim Tetens
fritz-kola

Host



Nona Brodersen
*Service Summit
Moderation*

**SERVICE
SUMMIT MAIN
STAGE**

10:00 Coffee break

Enjoy coffee and breakfast and make new contacts with the visitors and exhibitors of the Service & Sales Summit.

**SERVICE
SUMMIT MAIN
STAGE**

PRESENTATION

10:30 Keynote in preparation

Host



Nona Brodersen
*Service Summit
Moderation*

11:00 Future Customer Service: Digital tools that make the difference

What really makes modern customer service fit for the future? In this expert panel, leading service professionals show which digital tools are setting the tone and how high-tech processes are redefining customer experiences.



André Siebert
Lufthansa Technik



Jessica Hermanns
SIGNAL IDUNA



Paul van Doorne
E.ON

Host



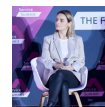
Anika Tannebaum
*GROW! PREMIUM
Customer Service &
Leadership Consulting*

11:45 Next-level leadership in customer service: inspiring teams, improving customer experiences

Which management strategies are particularly effective in customer service? How can managers motivate their teams while ensuring excellent service and how can digitalisation help?



**Katharina Götze Zur
Megede**
Pluxee Deutschland



Sylwia Bischof
Zattoo

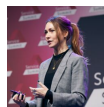


Antonius Michielsen
Thermondo



Sven Opitz
AIRBUS

Host



Sarah Rojewski

12:30 Lunch break

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**SERVICE
SUMMIT MAIN
STAGE**

 PRESENTATION

14:00 Service Summit Startup Awards

You will see innovative startups presenting their clever new solutions in the service business. The best three will receive a Service Summit Startup Award – you decide!



Jan Schilling
targenio

Host



Nona Brodersen
*Service Summit
Moderation*

**SERVICE
SUMMIT MAIN
STAGE**

 PRESENTATION

15:00 Keynote in preparation



Timo Sievers
freenet

Host



Nona Brodersen
*Service Summit
Moderation*

**SERVICE
SUMMIT MAIN
STAGE**

 PANEL

DISCUSSION

15:30 Understanding the customer: How do we recognise what the customer really wants? How much autonomy do customers want?

What really drives customers? In a world full of data and new technologies, it's all about making real needs visible. How can the right balance be found between automated solutions and human interaction?



Dario Maslic
OTTO DÖRNER



**Dr. Saramena
Meier-Sauthoff**
enercity



**Barbara Ruhm-
Cornelius**
Debeka



Thorve Räker
Artivion

Host



Johanna Ahrens
Cisco

**SERVICE
SUMMIT MAIN
STAGE**

16:15 Coffee break

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**SERVICE
SUMMIT MAIN
STAGE**
PANEL
DISCUSSION

16:45 Next-gen customer service: AI and voice AI rethought

How are AI and voice AI transforming customer interaction? With innovative approaches for fast, customised solutions, they are redefining the service experience - but what challenges need to be overcome? A look at the technologies that are shaping the customer service of the future.



Sandra Schütt
ImmoScout24



Anna Jucikas
MILES



Patrick Reh
ADAC

Host



Felix Wrobel
Ergo Group

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SUMMIT MAIN
STAGE**
PRESENTATION

17:30 Keynote in preparation

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