



# Sales Summit Day Two

November 20th, 2025 SALES SUMMIT MAIN STAGE

**SALES SUMMIT  
MAIN STAGE**

## 09:15 Welcome

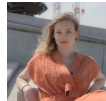
Our doors open at 09:15 - so you can start networking at the first coffee and secure the best seat

**SALES SUMMIT  
MAIN STAGE**

## 10:00 Welcome

Opening of the event and welcome by the moderator.

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

PRESENTATION

## 10:15 The Stoic Salesman - what modern sales can learn from ancient perspectives

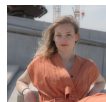
Sales professionals can benefit greatly from stoic principles that emphasise control over one's actions, resilience, learning from mistakes through self-reflection, emotional regulation, ethical behaviour, self-improvement, distancing from external validation and mindfulness.

But why are these ideas so alien to us in sales? Why do we have such unrealistic expectations of ourselves? And why do we leave no room for these thoughts or even their communication?



**Philip Cichy**  
*Feddem*

*Host*



**Inken März**  
*Sales Summit  
Moderation*

**SALES SUMMIT  
MAIN STAGE**

PANEL  
DISCUSSION

## 10:45 War for Talent

Sales teams also want to grow strongly in 2025. They are trying to attract and retain the best sales employees in the competitive talent market. Numerous approaches and procedures try to support managers in this process: Employer branding, tools or external service providers. What does it take to be successful in today's talent market?



**Boy Hengstmann**  
*evasys*

*Host*



**Dr. Jens  
Hutzschenreuter**  
*Digital Business Group*

**SALES SUMMIT  
MAIN STAGE**

 PRESENTATION

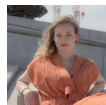
**11:30 Building bridges: When the baby boomers pass on the sceptre**

The Baby Boomers are retiring.  
How is our company prepared for this? Can digitalization in sales compensate for this?  
What options do companies have to proactively plan knowledge transfer?  
How can knowledge be passed on? How important are internal and external networks?  
Who am I when I no longer work?



**Michael Zimmer**  
TÜV SÜD

Host



**Inken März**  
Sales Summit  
Moderation

**SALES SUMMIT  
MAIN STAGE**

 PRESENTATION

**12:00 Keynote**

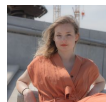


**Pierre Hartmann**  
s.Oliver



**Lutz Schröder**  
s.Oliver

Host



**Inken März**  
Sales Summit  
Moderation

**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**

 PRESENTATION

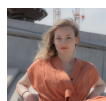
 KEINE ANGABE

**14:00 Keynote**



**Florian Plagemann**  
OKE Group

Host



**Inken März**  
Sales Summit  
Moderation

**SALES SUMMIT  
MAIN STAGE**



PANEL  
DISCUSSION

**14:30 Creating synergies: The innovative power of marketing and sales**

What are the obstacles and success factors and what makes the interaction between marketing and sales possible. Learn how sustainable success can be achieved and how to get there.



**Philipp Gruner**  
*KION Group*

*Host*



**Kerstin Valet**  
*CRIF Deutschland*

**SALES SUMMIT  
MAIN STAGE**



PANEL  
DISCUSSION

**15:15 Sales leaders panel**

The constantly changing world presents many challenges and also many new perspectives for SMEs and corporations. What do these look like in the respective sectors, where are there similarities or differences?



**Peter Lingner**  
*De Lage Landen  
International (DLL)*



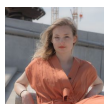
**Andreas Mas  
Casellas**  
*RS Components*

**SALES SUMMIT  
MAIN STAGE**

**16:00 Speaker Award Prizegiving**

The top three speakers on each 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**

**16:45 Networking, drinks & music for all participants**

**SALES SUMMIT  
MAIN STAGE**

**18:00 End of Service & Sales Summit 2025**



# Sales Summit Day Two

## November 20th, 2025 ZUGSPITZE MASTERCLASSES

### ZUGSPITZE MASTERCLASSES

#### 09:15 Welcome

Our doors open at 09:15 - so you can start networking at the first coffee and secure the best seat

### ZUGSPITZE MASTERCLASSES

#### 10:45 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SERVICE

### ZUGSPITZE MASTERCLASSES

#### 11:15 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SALES

### ZUGSPITZE MASTERCLASSES

#### 11:45 Masterclass

In preparation

- 👤 PRESENTATION
- 🔑 SERVICE

### ZUGSPITZE MASTERCLASSES

#### 12:30 Lunch break

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### ZUGSPITZE MASTERCLASSES

#### 14:30 Masterclass

In preparation

- 👤 PRESENTATION
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### ZUGSPITZE MASTERCLASSES

#### 16:45 Networking, drinks & music for all participants

### ZUGSPITZE MASTERCLASSES

#### 18:00 End of Service & Sales Summit 2025



# Sales Summit Day Two

November 20th, 2025 MATTERHORN MASTERCLASSES

## MATTERHORN MASTERCLASSES

### 09:15 Welcome

Our doors open at 09:15 - so you can start networking at the first coffee and secure the best seat.

## MATTERHORN MASTERCLASSES

### 10:00 Masterclass

In preparation

👤 PRESENTATION

🔑 SERVICE

## MATTERHORN MASTERCLASSES

### 11:00 Masterclass

In preparation

👤 PRESENTATION

🔑 SERVICE

## MATTERHORN MASTERCLASSES

### 11:45 Masterclass

in preparation

👤 PRESENTATION

🔑 SERVICE

## MATTERHORN MASTERCLASSES

### 12:15 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

## MATTERHORN MASTERCLASSES

### 16:00 Masterclass Awards Prizegiving

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## MATTERHORN MASTERCLASSES

### 18:00 End of Service & Sales Summit 2025



# Sales Summit Day Two

November 20th, 2025 SERVICE SUMMIT MAIN STAGE

**SERVICE  
SUMMIT MAIN  
STAGE**

## 09:15 Welcome

Our doors open at 09:15 - so you can start networking at the first coffee and secure the best seat

**SERVICE  
SUMMIT MAIN  
STAGE**

## 10:15 Welcome

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

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

PRESENTATION

## 10:30 Keynote in preparation

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

PANEL

DISCUSSION

## 11:00 Challenges in the introduction of new systems

What difficulties typically arise when integrating new systems? What strategies are crucial for overcoming common stumbling blocks and ensuring a smooth introduction? Experts from various fields will share their experiences and discuss practical solutions.



**Tobias Gügel**  
*Thermo Fisher  
Scientific*



**Marcel Salomon**  
*GE Healthcare*

*Host*



**Dr. Tim Wiegels**

**SERVICE  
SUMMIT MAIN  
STAGE**

PRESENTATION

## 11:45 Keynote in preparation

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**

## 12:15 Lunch break

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

**SERVICE  
SUMMIT MAIN  
STAGE**  
🎤 PRESENTATION

## 14:00 Keynote in preparation



**Jo Stueberitz**  
*PAYONE*

*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**  
💬 PANEL  
DISCUSSION

## 14:30 Global customer service: Success strategies in an international environment

What characterises global customer service and how does it differ around the world?

What adjustments are needed to provide a consistent and outstanding customer experience worldwide?

*Host*



**Dr. Tim Wiegels**

**SERVICE  
SUMMIT MAIN  
STAGE**  
💬 PANEL  
DISCUSSION

## 15:15 Communication that counts: The right choice of channels in customer service

Today's customers expect fast and efficient service via the communication channels of their choice - from chatbots and social media to traditional hotlines. But despite the strong presence of digital channels, how do companies manage to create personalised customer service experiences that inspire and retain customers in the long term?

*Host*



**André Bopp**  
*Deutsche Telekom*

**SERVICE  
SUMMIT MAIN  
STAGE**

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*Host*



**Nona Brodersen**  
*Service Summit  
Moderation*

**SERVICE  
SUMMIT MAIN  
STAGE**  
🎤 PRESENTATION

## 16:15 Keynote



**Sascha Lobo**