



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**

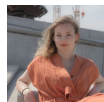
Sales professionals can benefit greatly from stoic principles that emphasise control over one's actions, resilience, learning from mistakes through self-reflection, emotional regulation, ethical behaviour, self-improvement, distancing from external validation and mindfulness.

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

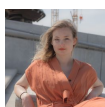
11:30 Building bridges: When the baby boomers pass on the sceptre

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

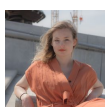


Pierre Hartmann
s.Oliver



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

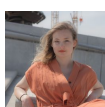
 KEINE ANGABE

14:00 Keynote



Florian Plagemann
OKE Group

Host



Inken März
Sales Summit
Moderation

**SALES SUMMIT
MAIN STAGE**

 PANEL
DISCUSSION

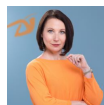
14:30 Creating synergies: The innovative power of marketing and sales

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)*



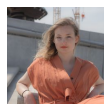
**Andreas Mas
Casellas**
RS Components

**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

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09:15 Welcome

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ZUGSPITZE MASTERCLASSES

10:45 Masterclass

In preparation

 PRESENTATION

 SERVICE

ZUGSPITZE MASTERCLASSES

11:15 Masterclass

In preparation

 PRESENTATION

 SALES

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ZUGSPITZE MASTERCLASSES

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Sales Summit Day Two

November 20th, 2025 MATTERHORN MASTERCLASSES

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09:15 Welcome

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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

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MATTERHORN MASTERCLASSES

18:00 End of Service & Sales Summit 2025



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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**

10:30 Keynote in preparation

Host



Nona Brodersen
*Service Summit
Moderation*

PRESENTATION

**SERVICE
SUMMIT MAIN
STAGE**

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.

PANEL

DISCUSSION



Tobias Gügel
*Thermo Fisher
Scientific*



Marcel Salomon
GE Healthcare

Host



Dr. Tim Wiegels

**SERVICE
SUMMIT MAIN
STAGE**

11:45 Keynote in preparation

Host



Nona Brodersen
*Service Summit
Moderation*

PRESENTATION

**SERVICE
SUMMIT MAIN
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12:15 Lunch break

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**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



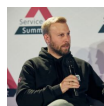
Dr. Tim Wiegels

**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

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SUMMIT MAIN
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Nona Brodersen
*Service Summit
Moderation*

**SERVICE
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16:15 Keynote



Sascha Lobo