



Sales Summit Day One

April 24th, 2024 MAIN STAGE

MAIN STAGE

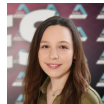
08:30 Entry

The doors open at 08:30 am - so you can start networking over your first coffee or find yourself a good seat.

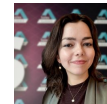
MAIN STAGE

09:15 Opening

Opening of the event with a warm welcome from the organizers.



Helena Baras
Sales Summit



Selina Meyer
Sales Summit



Novica Ilic
Sales Summit

MAIN STAGE

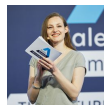
09:30 Digital transformation in classic sales: Innovative strength for lasting success

Learn how targeted digitalisation and the use of artificial intelligence in field sales can bring traditional sales into the modern era. With innovative approaches such as the Perfect Store model and the use of digital tools, we lay the foundation for a successful future and pave the way for data-driven management. Find out how customer service can be optimised by leaving the known paths and having the courage to innovate, while at the same time increasing efficiency.



Lars Hamann
Rotkäppchen-Mumm

Host



Inken März
Sales Summit
Moderation

MAIN STAGE

10:00 Coffee break

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

MAIN STAGE

10:30 Keynote in preparation

Host

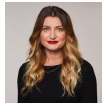


Inken März
Sales Summit
Moderation

MAIN STAGE

11:00 The link between marketing and sales

What does it take for successful collaboration between marketing and sales, and what are the challenges?



Arbresha Zymeri
Immowelt



Falko Richtberg
*Nestlé Waters
Deutschland*



Peter Lingner
*De Lage Landen
International (DLL)*

Host



Ina Börner
NO DIRTY TALK

MAIN STAGE

11:45 Sales leader panel

Heads of sales in medium-sized companies and large corporations discuss the current sales perspectives and challenges in their respective industries.



Julia Heyde
Dentsply Sirona



Jasmin Sängner
Event Inc



Annegret Willems
dpa



Julian Berzbach
Ad Alliance



Bastian Laudien
Heise Medien

Host



Christopher Held
WinSales Consulting

MAIN STAGE

12:30 Lunch break

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

MAIN STAGE

13:30 Sales Summit Startup Awards

Here you can see innovative startups presenting their clever new solutions in accounting. The best three will receive a Sales Summit Startup Award – you decide!



Alexander Bauer
UMNION®



Ovidiu Ursachi
masernet



Dominik Witt
PHAINA



Pascal Salmen
acto

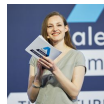


Gerald Zankl
Kickscale



Dennis Ollig
camp3

Host



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*Sales Summit
Moderation*

MAIN STAGE

14:30 War for Talent

Sales teams want to continue to grow strongly in 2024 and are struggling to attract new employees. Numerous approaches and procedures try to support managers in this: Employer branding, tools or external service providers. What are the successes and no-goes in sales recruiting?



Daniela Bojahr
ECDB



Marc Alexander Backhaus
Oracle



Claas van Delden
yummday

Host



Dr. Jens Hutzschenreuter
Digital Business Group

MAIN STAGE

15:15 Coffee break

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

MAIN STAGE

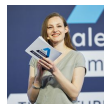
16:00 Kill your darlings!

Abandon dogmas and set new accents in human resource management. A dynamic economic environment and sometimes high staff turnover rates often lead to situationally driven actionism. In order to not only manage but also develop the most valuable resource of all, human resources, in crisis situations, new instruments are needed - and a radical break with the past.



Dr. Leonard Landois
Main-Post

Host



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16:30 Sales in transition

What will the sales teams of the future look like? What are the new challenges and what is needed for continued successful collaboration?



Nina Michahelles
Google



Alena Fuchs
Carl Kühne



Philip Cichy
Feddem



Daniel Wessels
Bösmann Medien und Druck



Marco Altenhöfer
Georgsmarienhütte

Host

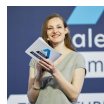


Olimpia Hordynski
Women in Sales
Network

MAIN STAGE

17:15 Keynote in preparation

Host



Inken März
Sales Summit
Moderation

MAIN STAGE

17:45 Main Stage Speaker Award Ceremony

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



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MAIN STAGE

18:00 Sales Summit AFTERSHOW LOUNGE Networking, drinks & music for all participants



Sales Summit Day One

April 24th, 2024 MASTERCLASSES

MASTERCLASSES 08:30 **Entry**

The doors open at 08:30 am - so you can start networking over your first coffee or find yourself a good seat.

MASTERCLASSES 10:00 **The robots take over: Digital order processing of tomorrow**

Find out how you too can process your incoming customer orders and enquiries fully digitally tomorrow.

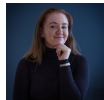
With the latest RPA and AI technology.
Supported by intelligent assistants.
Efficient, error-free and even fully automated.
Make confident decisions with a 360-degree view.
Increase your efficiency by up to 50%.
Gain time for the essentials!
Improve your customer experience.

With AFI Order, one of the many solutions from AFI Solutions, the leading solution provider for digitisation and optimisation of document processes around SAP, you can do the same.



Thomas Rundel
AFI Solutions

Host



Carolina Bräuninger
Girl in Sales

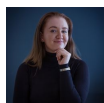
MASTERCLASSES 10:15 **Quo Vadis Field Service - Current Planning Practice and Trends in Sales Management**

How is the strategic role of territory planning changing? We present the results of our latest territory planning study - complemented with our observations on the challenges and trends in sales management.



Markus Frank
GfK GeoMarketing

Host



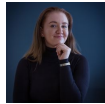
Carolina Bräuninger
Girl in Sales

MASTERCLASSES 10:30 Highspot
Masterclass in preparation



**Karl-Philippe
Clément**
RIB Software

Host



Carolina Bräuninger
Girl in Sales

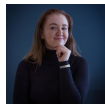
MASTERCLASSES 11:30 Negotiation poker: look your counterpart in the cards

Winning an order and achieving good margins at the same time? This is possible if salespeople recognise the negotiating tactics of buyers and customers - often supposedly minor details - as such and react appropriately. Heiko van Eckert shows how it is even possible to turn the tables and play the other party's cards in your favour. After all, deals are not only won at the table, but only with the best preparation, knowledge of the rules and a feel for the tricks of the trade.



Heiko van Eckert
Heiko van Eckert

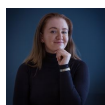
Host



Carolina Bräuninger
Girl in Sales

MASTERCLASSES 12:00 Zoho
Masterclass in preparation

Host



Carolina Bräuninger
Girl in Sales

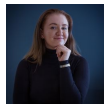
MASTERCLASSES 13:30 How AI is revolutionising sales!

With the rapidly advancing integration of AI into CRM systems, the optimization of sales processes reaches a new level. Employees not only receive support for their extensive communication tasks through the system. The AI also researches customer information, provides analyses, predicts sales opportunities, automates routine tasks, and even handles complex sales tasks. Based on specific use cases, the presentation will illustrate what artificial intelligence means, how it works and what it can achieve in sales.



Ralf Selzer
ORBIT

Host

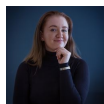


Carolina Bräuninger
Girl in Sales

MASTERCLASSES 14:30 Axians

Masterclass in preparation

Host



Carolina Bräuninger
Girl in Sales

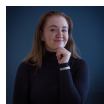
MASTERCLASSES 14:45 Sales revolution through AI and apps: strategies for tomorrow

In a rapidly changing world where AI and mobile apps are redefining sales, companies are at a turning point. Artificial intelligence is analysing customer data and adapting sales strategies in real time, while mobile apps are creating direct customer engagement to better understand and meet their needs. These technological advances open up additional ways for sales teams to engage more frequently with potential or existing customers. In marketing, they promote customer loyalty and up- and cross-sell opportunities. Discover the key components for successful sales with AI in your organisation.



Lukas Czarnecki
NanoGiants

Host



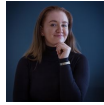
Carolina Bräuninger
Girl in Sales

MASTERCLASSES 15:15 Coffee break

MASTERCLASSES 15:45 LinkedIn

Masterclass in preparation

Host



Carolina Bräuninger
Girl in Sales

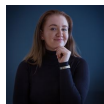
MASTERCLASSES 16:15 Why AI will be indispensable in sales in the future

Every ten years or so, a technological tidal wave sweeps through our lives and changes our behaviour and processes. Currently, it is generative artificial intelligence (AI) that promises to redefine the world of sales. In this talk, Antoine Richert from Showpad will demonstrate how AI is changing buying behaviour and how sales teams can take advantage of the technology to improve their workflows.



Antoine Richert
Showpad

Host



Carolina Bräuninger
Girl in Sales

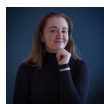
MASTERCLASSES 16:30 Valuable insights in B2B sales - customer knowledge like never before

AI and machine learning make it possible to decode the story behind the data. Integrated into a sales intelligence solution with access to over 2,000 verified press and business databases, this represents a revolution in sales work for B2B sales. GENIOS INSIGHTS visualises the networked information in dynamic dashboards so that correlations can be recognised and new sales opportunities and leads identified. The result is a superior sales strategy based on unique insights into customer needs, industry challenges and market dynamics.



Franziska Keil
GBI-Genios

Host

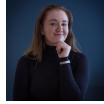


Carolina Bräuninger
Girl in Sales

MASTERCLASSES 17:45 Masterclasses Speaker Award Ceremony

The top three speakers from our Masterclasses 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



Carolina Bräuninger
Girl in Sales

MASTERCLASSES 18:00 Sales Summit AFTERSHOW LOUNGE
Networking, drinks & music for all participants