



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.

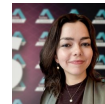
MAIN STAGE

09:15 Opening

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



Helena Baras
Sales Summit



Selina Meyer
Sales Summit



Katharina Parade
Sales Summit

MAIN STAGE

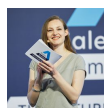
09:30 Digital transformation in classic sales: Innovative strength for lasting success

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 **Women's Talk: Empathie im B2B Sales**

More successful with empathy?

Sales people are actually cold-hearted, calculating and only see the next deal. Why empathetic sales and "The Art of Connecting" are success factors in sales.

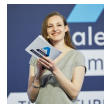


Katja Rossel
Business from the Heart



Katharina Messner
Qinshift

Host

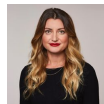


Inken März
Sales Summit Moderation

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)



Josef Elsperger
Infoniqa

Host



Jennifer Alves

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 Sanger
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

13:45 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!



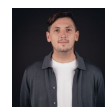
Alexander Bauer
UMNION®



Ovidiu Ursachi
masernet



Dominik Witt
PHAINA



Lukas Guth
acto

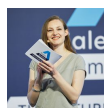


Gerald Zankl
Kickscale



Dennis Ollig
camp3

Host



Inken Marz
*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



Claas van Delden
yoummday



Sarah Jochimsen
Growth Mastery

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

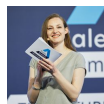
16:00 Hybrid sales - what is it? The transparency that sales doesn't like

What exactly is meant by the term hybrid sales? Can I still go to the customer or do I just sit behind the camera?
What is different today than yesterday? Why is everyone talking about conversion rates and where do the figures come from?
How many appointments do I have tomorrow? Is it a first, follow-up or closing appointment? Why does everyone know how many appointments I need to close a deal?
And why is that even important?
And what exactly has changed in the process? What does marketing do and what am I still or no longer responsible for?



Heike Seltmann
CWS Workwear International

Host



Inken März
Sales Summit Moderation

MAIN STAGE

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?



Alena Fuchs
Carl Kühne



Philip Cichy
Feddem

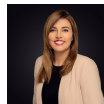


Justus Krüger
Forenom



Holger Jacobsen
Google

Host



Olimpia Hordynski
*Women in Sales
Network*

MAIN STAGE

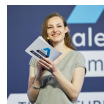
17:15 AI against German Angst

Can we in Germany still afford to put the topic of artificial intelligence on the back burner? Whether SMEs or enterprises - everyone should push ahead with transformation and digitalization with AI as quickly as possible. Trial and error is the order of the day. Smaller projects can be implemented in any company using AI - tomorrow. The presentation shows how ProSiebenSat1's sales house, Seven.One Media, has used AI in sales processes and creative workflows and what insights have been gained.



Michael Held
*Seven.One
Entertainment Group*

Host



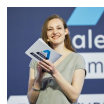
Inken März
*Sales Summit
Moderation*

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



Inken März
*Sales Summit
Moderation*

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

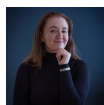
MASTERCLASSES 10:15 **Quo Vadis Field Service - Current Planning Practice and Trends in Sales Management**

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 The New Keys to Sales Success - Enablement, AI, and Customer Delight

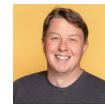
In today's rapidly evolving sales landscape, success hinges on embracing new strategies and technologies. The traditional sales playbook is being rewritten, with enablement, artificial intelligence (AI), and customer delight emerging as the critical keys to unlocking revenue growth.

Sales enablement equips teams with the right skills, knowledge, and tools to drive productivity and performance. AI augments human efforts by automating tasks, providing data-driven insights, and enhancing customer interactions. However, at the core lies customer delight - delivering exceptional experiences that build loyalty and advocacy.

This powerful combination empowers sales professionals to navigate complexities, personalize engagements, and create value that resonates with modern buyers. Mastering these new keys to sales success is essential for organizations to gain a competitive edge and thrive in the digital age.



Karl-Philippe Clément
RIB Software

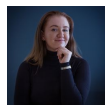


Chris Book
commercetools



Lucas Welch
Highspot

Host



Carolina Bräuninger
Girl in Sales

MASTERCLASSES 11:00 Coffee break

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

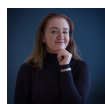
MASTERCLASSES 11:30 Negotiation poker: look your counterpart in the cards

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

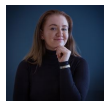
MASTERCLASSES 12:00 Why your CRM is no longer enough for your CX journey

Your customers and their behavior are changing at least as quickly as today's technology. That's why a CRM system is no longer enough for many companies - more is needed to build a high-quality CX journey. But how can you do this? Our customer Wattline shows how! In our presentation, we will show you the building blocks you need for your digitalized CX journey.



Natalie Söll
*ZOHO Premium
Partner*

Host



Carolina Bräuninger
Girl in Sales

MASTERCLASSES 12:30 Lunch break

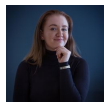
MASTERCLASSES 13:30 How AI is revolutionising sales!

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 IT-Solutions

Host



Carolina Bräuninger
Girl in Sales

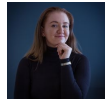
MASTERCLASSES 14:00 Why AI will be indispensable in sales in the future

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

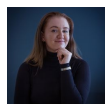
MASTERCLASSES 14:15 Identifying relevant leads with AI and signal recognition

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

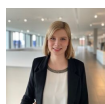
Host



Carolina Bräuninger
Girl in Sales

**MASTERCLASSES 14:30 Customer focus and omnichannel strategy:
Hörmann sets standards for sustainable success**

In a time of rising customer expectations and continuous changes in the digital landscape, it is crucial for companies to develop innovative strategies in order to successfully compete in the market. Hörmann, as an industry leader, aims not only to meet current customer needs, but also to ensure long-term success through future-oriented solutions. See how Hörmann, together with Axians and their SAP CX experts, is setting new standards in customer orientation and omnichannel strategy and achieving sustainable success.

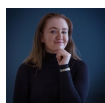


Melina Göwert
Hörmann



Lennard Eichler
Hörmann

Host



Carolina Bräuninger
Girl in Sales

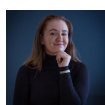
MASTERCLASSES 14:45 Sales revolution through AI and apps: strategies for tomorrow

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

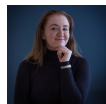
MASTERCLASSES 15:45 Unlocking Growth with GenAI Technology and Deep Sales

We will explore how GenAI technology is transforming B2B selling by enabling a deep sales approach that focuses on identifying high potential accounts, key buyers, and hidden allies. We will discuss the challenges of B2B selling in today's market, including declining conversion rates and deal sizes, and how deep sales can help overcome these challenges. We will also examine the role of sales efficiency and how Sales Navigator users have saved 15% of their time each week in research-related activities. Finally, we will explore the benefits of using AI and sales intelligence tools to identify high potential accounts and exceed your quota.



Olga Froestl
LinkedIn Sales Solutions

Host



Carolina Bräuninger
Girl in Sales

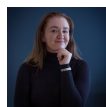
MASTERCLASSES 16:15 Sales success: Why passion is just the beginning!

In this masterclass, participants will learn that passion is only the beginning of sales success. We shed light on typical start-up difficulties, offer solutions and present success stories to illustrate the path to sales success.



Fatma Dabbach
myflexbox

Host

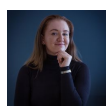


Carolina Bräuninger
Girl in Sales

MASTERCLASSES 16:30 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