



Sales Summit Day Two

April 25th, 2024 MAIN STAGE

MAIN STAGE

09:00 Entry

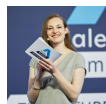
The doors open at 09:00 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

10:15 Opening

Event opening and welcome from the host.

Host



Inken März
Sales Summit
Moderation

MAIN STAGE

10:30 Key account management in transition

Key Account Management has undergone significant change over time. In the past, it mainly focused on sales and the maintenance of customer relationships. Product, price and good customer relations were crucial for successful Key Account Management. Today, the focus has broadened and it is about a holistic approach along the entire value chain, with the focus and goal of generating added value for all parties involved: Retailer, Manufacturer and End Customer.

Florian Weiß and Frederic Speicher will jointly explain how Key Account Management at Robert Bosch Hausgeräte GmbH is affected by this and which solutions are chosen to remain Europe's No. 1.

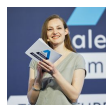


Frederic Speicher
BSH Home Appliances



Florian Weiß
BSH Home Appliances

Host



Inken März
Sales Summit
Moderation

MAIN STAGE

11:00 Customer Centricity

How do I recognise the wishes and needs of my customers? Our experts share their proven strategies for meeting changing customer requirements and increasing customer satisfaction.



Viktoria Tovstenko
Vodafone



Christopher Ohler
*Losberger De Boer
Deutschland*



Sebastian Werners
Kölner Haie

Host



Ina Börner
NO DIRTY TALK

MAIN STAGE

11:45 Fireside Chat: War for Talent

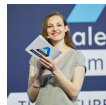


**Dr. Jens
Hutzschenreuter**
Digital Business Group



Friedrich Schwandt
ECDB

Host



Inken März
*Sales Summit
Moderation*

MAIN STAGE

12:15 Lunch break

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

MAIN STAGE

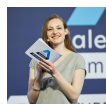
13:15 Beat the Sabotage: A revolution in digital sales!

There are not only obvious obstacles lurking on the path to digital sales transformation, but also (subtle) acts of sabotage: Entrenched traditional thought patterns, encrusted organisations, technological hurdles and a lack of vision. These saboteurs slow down progress and innovation. This presentation is not about defeat, but about triumph. It focuses on how to establish a culture of change that directly challenges such acts of sabotage. By combining modern technology partnerships and clear leadership principles, a digital sales success story is being written. This presentation will provide a deep insight into how to recognise, confront and ultimately overcome signs of sabotage to achieve a pioneering digitalisation of sales.



Daniel Novak
GLS Germany

Host



Inken März
*Sales Summit
Moderation*

MAIN STAGE

13:45 Digital transformation in sales

How is digitalization changing the sales business? Which tools and software solutions are being used and what do new successful processes in sales look like?



Katja Seum-Weltin
NetCom BW



Alessa Blasweiler
GLS Germany



Arne Oberbeck
REMONDIS



Marcus Gallmann
ROMACO



Philipp Reupold
Infineon Technologies

Host



Daniela Bojahr
ECDB

MAIN STAGE

14:30 Customer proximity in B2B sales

What does customer proximity mean in modern B2B sales and how much personal contact is necessary for successful retention?



Maximilian Steinhart
Karlsruher SC



Jascha Ahmadi
Philips



André Buck
The Berner Group



Marco Plöger
Ströer Deutsche Städte Medien

Host



Norman Tontsch
Performance Coaching

MAIN STAGE

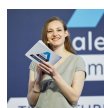
15:15 Social selling in B2B in an easy way

Who doesn't know it!? When we go on social platforms, we are regularly disappointed by boring posts or bad sales pitches. Our own sales people are frustrated that this social selling doesn't work and simply no customer responds. We want to spare you these disappointments! Benjamin Bodden will take you on his personal social selling journey, tell you about his first steps as a social seller, how he became a corporate influencer and keynote speaker, how he won customers, how he inspired and trained sales teams in social selling, and how he helped shape the social selling strategy at Fujitsu.



Benjamin Bodden
Fujitsu

Host



Inken März
Sales Summit
Moderation

MAIN STAGE

15:45 Partner or just a customer - "The secret of a perfect customer relationship"

In a highly competitive B2B market, it is extremely important for DKV Mobility as a mobility service provider to win over and inspire its customers in such a way that they are highly interested and motivated to stay with us as their service provider in the long term.

But what is the best way to do this?

Is complex and time-consuming service in sales actually still important?

Are time-consuming extra metres still appropriate in sales?

How do you successfully set up a sales organisation for the future?

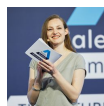
What role does customer service play in sales success?

... and much more



Volkmar Link
DKV Mobility

Host



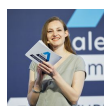
Inken März
Sales Summit
Moderation

MAIN STAGE

16:15 Main Stage Speaker Awards 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 **16:30** **Networking, drinks & music for all participants**

MAIN STAGE **19:00** **End of Sales Summit 2024**



Sales Summit Day Two

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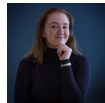
MASTERCLASSES 10:15 State of the European Sales Tech Space 2024

Masterclass in preparation



Dr. Jens Hutzschenreuter
Digital Business Group

Host



Carolina Bräuninger
Girl in Sales

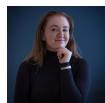
MASTERCLASSES 10:45 Mobile customer platforms: key strategies for customer retention and acquisition

Traditional customer platforms are becoming less important, while the shift of online activities to smartphones is forcing companies to rethink their digital strategy. Mobile customer platforms that are tailored to the preferences of the target group offer direct and personalised communication. They are crucial for customer retention and acquisition by opening up new opportunities for marketing and sales through detailed user analyses and targeted communication. Get a quick insight into the key success factors.



Marc-André Rödder
NanoGiants

Host



Carolina Bräuninger
Girl in Sales

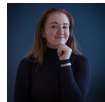
MASTERCLASSES 11:15 Here I am a man, here I can be one

What does "being a man" mean these days?
What does "being a leader" mean as a man today?
Macho or wimp - both are nothing!
Heiko van Eckert uses his personal story to show you how you can find not only success but also fulfilment as a manager in sales.



Heiko van Eckert
Heiko van Eckert

Host

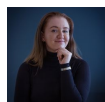


Carolina Bräuninger
Girl in Sales

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Carolina Bräuninger
Girl in Sales

MASTERCLASSES 16:30 Networking, drinks & music for all participants

MASTERCLASSES 19:00 End of Sales Summit 2024