



Sales Summit Day Two

April 25th, 2024 MAIN STAGE

MAIN STAGE

09:00 Entry

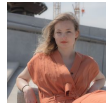
The doors open at 09:00 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

10:15 Opening

Event opening and welcome by the moderator.

Host



Inken März

Service 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.

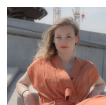
Florian Weiß and Frederic Speicher will jointly explain how Key Account Management at Robert Bosch Hausgeräte GmbH is affected by this and which solutions are chosen to remain Europe's No. 1.



Florian Weiß

BSH Home Appliances

Host



Inken März

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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*

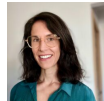


Sebastian Werners
Kölnner Haie



Michael Dunker
adesso

Host



Margit Weiß
Omnicell

MAIN STAGE

11:45 Fireside Chat: War for Talent

As founder and Managing Director, Friedrich Schwandt has built Statista from 0 employees to over 1400 employees. During this time, he led the sales organisation through every phase of growth and was able to gather numerous insights. After 17 years, he handed over the management of Statista and founded a new company. During the Fireside Chat, Friedrich Schwandt and Jens Hutzschenreuter discuss various issues relating to the battle for talent in sales and reflect entertainingly on how talent acquisition has changed over the years and life cycle phases.

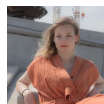


**Dr. Jens
Hutzschenreuter**
Digital Business Group



Friedrich Schwandt
ECDB

Host



Inken März
*Service 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

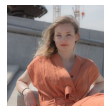
13:15 The power of collaboration: success factors for synergy between marketing and sales

This presentation will highlight the critical role of collaboration between marketing and sales in the dynamic SaaS industry. We dive deep into the strategies that enable effective synergy between these two key areas. Through real-world examples from our own company, Kerstin Valet shows how shared goals and clear communication lead to improved business results. We will also discuss the importance of data analysis and feedback loops for continuous improvement. Be inspired by best practices that foster successful collaboration and build long-term customer relationships.



Kerstin Valet
CRIF Deutschland

Host



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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



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?



Katharina Messner
Qinshift



Jascha Ahmadi
Philips



André Buck
The Berner Group



Marco Plöger
Ströer Deutsche Städte Medien

Host



Katharina Stapel
Stapelfux

MAIN STAGE

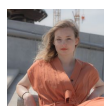
15:15 Social selling in B2B in an easy way

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



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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 you 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?

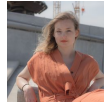
What role does customer service play in sales success?

... and much more



Volkmar Link
DKV Mobility

Host



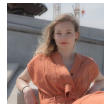
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Moderation

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



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MAIN STAGE

16:30 Networking, drinks & music for all participants

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18:00 End of Sales Summit 2024



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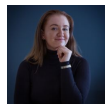
MASTERCLASSES 10:30 State of the European Sales Tech Space 2024

In 2024, the number of software tools in the area of sales will continue to grow steadily. In this masterclass, Jens Hutzschenreuter provides a structured overview of the solutions available on the market and looks at developments over the last 12 months. He focusses on solutions from Europe and picks up on important trends among providers and users.



Dr. Jens Hutzschenreuter
Digital Business Group

Host



Carolina Bräuninger
Girl in Sales

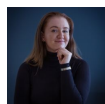
MASTERCLASSES 11:00 Mobile customer platforms: key strategies for customer retention and acquisition

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

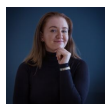
MASTERCLASSES 11:15 Here I am a man, here I can be one

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

MASTERCLASSES 11:30 Turn Behavior into profit

A like is not a sale. People behave differently than they say they do. Is digital a challenge? Behavior is predictable there too. You just have to look closely and know which data points are actually relevant. Currently, 95% of visitors leave a website without buying anything or talking to a salesperson. This benchmark is probably the biggest fail in the digital age, and nobody can afford it anymore. Whether B2B or B2C - Katharina Stapel and Patrick Veenhoff take you on an exciting and humorous journey of human behavior so that you can grow profitably even in challenging times. No more sales psychology tricks: Take advantage of the behind-the-scenes look at human words and actions, decipher the behavioral code with the speakers to turn behavior into profit.

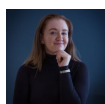


Katharina Stapel
Stapelfux



Patrick Veenhoff
Outlier Lab

Host



Carolina Bräuninger
Girl in Sales

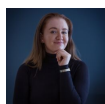
MASTERCLASSES 13:15 Sales right of way! The power of activity in sales

Many salespeople only start with sales (important) when they are finished with operations (urgent). Unfortunately, they don't and this has fatal consequences for their turnover. "Sales first!" activates salespeople, because contacts bring contracts!



Jens Löser
derLöser

Host



Carolina Bräuninger
Girl in Sales

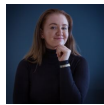
MASTERCLASSES 13:45 AI in sales - will artificial intelligence replace us all?

In his masterclass, Christopher shares real-life use cases about the world of artificial intelligence in sales - and looks with you at whether it might even put us all out of a job! With a twinkle in his eye, we will explore how AI technologies are already revolutionising the sales process and. Together, we will explore the pros and cons of this new era of sales with a focus on ChatGPT. Because at the end of the day, even if AI might change the way we work, it certainly won't take the fun out of selling!



Christopher Held
WinSales Consulting

Host

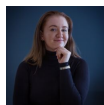


Carolina Bräuninger
Girl in Sales

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Carolina Bräuninger
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