

# Agenda

27.01.2022 MAIN STAGE



## MAIN STAGE

**09:15 Welcome**  
(Vortrag auf Deutsch)

Event opening and welcome from organizers



**Helena Baras**  
*Sales Summit*



**Thomas Promny**  
*Sales Summit*

## MAIN STAGE

**09:30 Sales in extreme situations – How to expand pharma sales in the middle of a pandemic**  
(Vortrag auf Deutsch)



**Alexander Almerood**  
*BioNTech*

**Moderation:**



**Thomas Promny**  
*Sales Summit*

## MAIN STAGE

**09:45 In preparation**  
(Vortrag auf Deutsch)



**Felix Schmidt**  
*XING ProBusiness*

## MAIN STAGE

**10:00 Coffee break**

Make new contacts to the visitors of Sales Summit.

## MAIN STAGE

**10:30 Digital Sales Transformation eines technischen Service-Providers**  
(Vortrag auf Deutsch)



**Robert Kees**  
*TÜV SÜD*

## MAIN STAGE

### 11:00 Digitalization in Sales

(Vortrag auf Deutsch)

How can the new digital tools and services in Sales to help achieve better results and become more efficient? A discussion with experts on the topic.



**Rainer Neubrandt**  
*Voith Group*



**Stefan N. Quarry**  
*AUDI*



**Oliver Adrian**  
*Weischer.Cinema  
Deutschland*



**Jörg Klein**  
*Cisco Germany*



**Nicholas Kring**  
*McMakler*



**Dr. Matthias Maslaton**  
*ARAG*

#### Moderation:



**Dr. Jens Hutzschenreuter**  
*Digital Business Group*

## MAIN STAGE

### 11:45 Zoom, telephone or face-to-face conversation – how much customer contact does modern B2B sales require?

(Vortrag auf Deutsch)

Can video calls replace telephone calls or face-to-face meetings? Leading sales managers discuss their experiences and strategies.



**Gioia Königsmark**  
*Fitfox*



**Christian Neuser**  
*DATEV*



**André dos Santos**  
*Edenred*



**Florian Mohr**  
*Wunder Mobility*



**Michael Keller**  
*VENSYS Energy*



**Kersten Kaufmann**  
*Deutsche Post Adress*

## MAIN STAGE

### 12:30 Lunch break

## MAIN STAGE

### 13:15 Sales Summit Startup Awards

(Vortrag auf Deutsch)

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



**Jochen Seelig**  
*snapADDY*



**Frank Stampa**  
*Foxbase*

## MAIN STAGE

### 14:15 In preparation

(Vortrag auf Deutsch)

## MAIN STAGE

### 14:45 Sales leaders' panel

(Vortrag auf Deutsch)

Sales chiefs from leading companies discuss the current challenges in their respective industries.



**Silke Basedow**  
*Finanzcheck.de*



**Simone Wunsch**  
*Xella Deutschland*



**Dirk Schneider**  
*Bosch Security Systems*



**David Smyczek**  
*Bauwatch*



**Marco Trupp**  
*Securitas Deutschland*



**Olaf Borstelmann**  
*GoodMills*

## MAIN STAGE

### 15:30 Coffee break & stadium tour

An especially popular place of interest in Hamburg that the majority of Hamburg's citizens are yet to see; discover the inner workings of the FC St. Pauli stadium. MillerntourFree guided tour of the stadium Meeting point: in front of the elevator in the exhibition area

## MAIN STAGE

### 16:00 Sustainable sports marketing made by FC St. Pauli

(Vortrag auf Deutsch)

In the current social environment, there are two main topics that every company must deal with today: attitude and sustainability. FC St. Pauli has been addressing both topics for several years and has developed into a credible communication platform. When dealing with potential new partners, we are initially exclusively concerned with the question of whether the new partner and their values fit in with our own and whether FC St. Pauli fits in with the new partner. This makes the sales process quite particular and demanding.



**Martin Geisthardt**  
*FC St. Pauli*

## MAIN STAGE

### 16:30 How is digitalisation changing the world of work in sales?

(Vortrag auf Deutsch)

What will sales teams of the future look like? Do they still need fixed locations, and if so, where will they be?



**Sabrina Welzel**  
*Carlsberg Deutschland*



**Florian Wehmann**  
*Vodafone*



**Markus Nagorsen**  
*Faktor X*



**Felix Bremer**  
*Continental*



**Philipp Stegmann**  
*Digital Spine*



**Gerrit Schmidt**  
*Uponor*

## MAIN STAGE

### 17:15 Keynote

(Vortrag auf Deutsch)

**MAIN STAGE**

**17:45 Sales Summit Speaker Awards Prizegiving**

Using our app, every attendee at the event has the chance to vote for the best speaker over the course of the day. The 3 with the most votes will be awarded a Sales Summit Speaker Award.

**MAIN STAGE**

**18:00 For all participants:  
Networking dinner, drinks & music**

**MAIN STAGE**

**23:00 End of Sales Summit 2022**

# Agenda

27.01.2022 MASTERCLASSES



- MASTERCLASSES 10:00 5 SaaS tools:  
How fast-growing B2B marketing and sales teams organise themselves using tools**  
(Vortrag auf Deutsch)
- Fast-growing organisations need leads, which are then handled by the B2B sales team. From our own start-ups and working with over 40 organisations, similar challenges regularly emerge. In this session, we will look at 5 typical challenges and illustrate how organisational and tool-based solutions are applied in practice.
-  **Dr. Jens Hutzschenreuter**  
*Digital Business Group*
- MASTERCLASSES 10:30 Coffee break**
- MASTERCLASSES 10:45 Unlocking the Marketing Boost - How to make marketing and sales successful together**  
(Vortrag auf Deutsch)
- Digital marketing expert Erik Siekmann will take you into the world of online marketing. The significance of digital marketing measures in B2B continues to increase. The mechanics of how marketing and sales work together have also changed drastically in recent years. This talk will present efficient online marketing strategies, describe how to reach B2B target groups online, and look at organisational cooperation between marketing and sales.
-  **Erik Siekmann**  
*DIGITAL FORWARD*
- MASTERCLASSES 11:15 Masterclass HubSpot**  
(Vortrag auf Deutsch)
-  **Maximilian Keil**  
*HubSpot*
- MASTERCLASSES 11:45 In preparation**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **12:15** **In preparation**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **12:45** **Lunch break**

**MASTERCLASSES** **13:30** **Achieving maximum results in sales negotiations:  
skillfully implementing new methods and trends**  
(Vortrag auf Deutsch)



**René Schumann**  
*Negotiation Advisory Group*

**MASTERCLASSES** **14:00** **Masterclass Sybit**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **14:30** **Masterclass Xactly**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **14:45** **In preparation**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **15:00** **Coffee break**

**MASTERCLASSES** **15:15** **In preparation**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **15:45** **In preparation**  
(Vortrag auf Deutsch)

**MASTERCLASSES** **16:00** **In preparation**  
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