

Agenda day one

26.04.2023 MAIN STAGE



MAIN STAGE

08:30 Admission

The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

09:15 Opening

(Vortrag auf Deutsch)

Event opening and welcome from organizers.



Helena Baras
Sales Summit



Thomas Promny
Sales Summit

MAIN STAGE

09:30 Keynote in preparation

(Vortrag auf Deutsch)

MAIN STAGE

10:00 Coffee break

MAIN STAGE

10:30 Keynote in preparation

(Vortrag auf Deutsch)

MAIN STAGE

11:00 Panel in preparation

(Vortrag auf Deutsch)

MAIN STAGE

11:45 Sales leader panel

(Vortrag auf Deutsch)

Sales managers from leading companies discuss the current sales perspectives and challenges in their respective industries.



Christopher Schröder
Wärtsilä Voyage



Daniel Bode
eBay Kleinanzeigen



Björn Espe
fino



Fabian Roemer
WorkMotion



Ramona Brunner
Impossible Foods

MAIN STAGE **12:30 Lunch break**

MAIN STAGE **13:30 Sales Summit Startup Awards**

(Vortrag auf Deutsch)

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!



Dominik Witt
PHAINA

MAIN STAGE **14:30 Don't do Sales Training - unless you have a holistic approach to Sales Training and Development**

(Vortrag auf Deutsch)

Gain valuable insights into how you can increase your success and reduce attrition of your top sales reps.



Björn Röhlich
Kühne+Nagel

MAIN STAGE **15:00 Keynote in preparation**

(Vortrag auf Deutsch)

MAIN STAGE **15:30 Coffee break**

MAIN STAGE **16:00 Transformation total:
How do you manage to shift all analog B2B customers to a digital SaaS pricing model within one year?**

(Vortrag auf Deutsch)

The transformation of ARGUS DATA INSIGHTS includes the change from a piece-based business model to a SaaS flat pricing as well as the change from an analog to a digital product experience - all at the same time! This involves the conversion of more than 4,000 B2B customer contracts to a new commercial SaaS pricing model within one year. This gives rise to 3 questions: - How do you align your sales organization with this ambitious goal? - How do you upsell on the sales side and prevent churn at the same time? - What marketing and sales automation measures can be used to achieve this goal?



Oliver Spring
ARGUS DATA INSIGHTS

MAIN STAGE

16:30 War for Talent
(Vortrag auf Deutsch)

Moderation:



Dr. Jens Hutzschenreuter
Digital Business Group

MAIN STAGE

17:15 Keynote in preparation
(Vortrag auf Deutsch)

MAIN STAGE

17:45 Main Stage Speaker Award Ceremony
(Vortrag auf Deutsch)

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.

MAIN STAGE

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

Agenda day one

26.04.2023 MASTERCLASSES



MASTERCLASSES **10:00** **ServiceOcean - Masterclass in preparation**
(Vortrag auf Deutsch)

MASTERCLASSES **10:15** **Showpad - Masterclass in preparation**
(Vortrag auf Deutsch)

MASTERCLASSES **10:30** **SAP - Masterclass in preparation**
(Vortrag auf Deutsch)

MASTERCLASSES **11:30** **Negotiation Advisory Group - Masterclass in preparation**
(Vortrag auf Deutsch)

MASTERCLASSES **12:30** **lunch break**

MASTERCLASSES **17:45** **Masterclass Speaker Award Ceremony**
(Vortrag auf Deutsch)

The top three speakers from our Masterclass 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.