

Agenda day one

24.04.2024 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

(Vortrag auf Deutsch)

Event opening and welcome from organizers.



Helena Baras
Sales Summit



Selina Meyer
Sales Summit

MAIN STAGE

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

(Vortrag auf Deutsch)

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

Moderation:



Inken März
Sales Summit Moderation

MAIN STAGE

10:00 Coffee break

MAIN STAGE

10:30 Keynote in preparation

(Vortrag auf Deutsch)

Moderation:



Inken März
Sales Summit Moderation

MAIN STAGE

11:00 The link between marketing and sales

(Vortrag auf Deutsch)

What does it take for successful collaboration between marketing and sales, and what are the challenges?



Marc Fischer
Experian



Peter Lingner
*De Lage Landen International
(DLL)*



Alexander Brauch
Luxottica



Falko Richtberg
Nestlé Waters

Moderation:



Ina Börner
NO DIRTY TALK

MAIN STAGE

11:45 Sales leader panel

(Vortrag auf Deutsch)

Heads of sales in medium-sized companies and large corporations discuss the current sales perspectives and challenges in their respective industries.



Julian Berzbach
Ad Alliance



Till von der Osten
SharkNinja Germany



Thomas Hausmann
LG Innotek

Moderation:



Univ.-Prof. Dr. Jan Wieseke
Sales Management Department | Ruhr-Universität Bochum

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!

Moderation:



Inken März
Sales Summit Moderation

MAIN STAGE

14:30 **War for talent** (Vortrag auf Deutsch)

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
eCommerceDB

Moderation:



Dr. Jens Hutzschenreuter
Digital Business Group

MAIN STAGE

15:15 **Coffee break**

MAIN STAGE

16:00 **Kill your darlings!** (Vortrag auf Deutsch)

Abandon dogmas and set new accents in human resource management. A dynamic economic environment and sometimes high staff turnover rates often lead to situationally driven actionism. In order to not only manage but also develop the most valuable resource of all, human resources, in crisis situations, new instruments are needed - and a radical break with the past.



Dr. Leonard Landois
Main-Post

MAIN STAGE

16:30 **Sales in transition** (Vortrag auf Deutsch)

What will the sales teams of the future look like? What are the new challenges and what is needed for continued successful collaboration?



Nina Michahelles
Google



Alena Fuchs
Carl Kühne



Daniel Wessels
Bösmann Medien und Druck

MAIN STAGE

17:15 **The future of sales management**

(Vortrag auf Deutsch)

- What happens if we continue as before? - Current scientific findings on sales excellence - What does AI mean for sales? - Where does the role of sales become strategic and where does it die out?



Univ.-Prof. Dr. Jan Wieseke
Sales Management
Department | Ruhr-Universität
Bochum



Univ.-Prof. Dr. Christian Schmitz
Sales Management
Department | Ruhr-Universität
Bochum

Moderation:



Inken März
Sales Summit Moderation

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.

Moderation:



Inken März
Sales Summit Moderation

MAIN STAGE

18:00 **Networking, drinks & music for all participants**

Agenda day one

24.04.2024 MASTERCLASSES



MASTERCLASSES

10:00 AFI Solutions
(Vortrag auf Deutsch)

Masterclass in preparation

MASTERCLASSES

10:15 Quo Vadis Field Service - Current Planning Practice and Trends in Sales Management (GfK GeoMarketing)
(Vortrag auf Deutsch)

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.

MASTERCLASSES

10:30 Highspot
(Vortrag auf Deutsch)

Masterclass in preparation

MASTERCLASSES

17:45 Masterclasses Speaker Award Ceremony
(Vortrag auf Deutsch)

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.