

thinksales®

PROUDLY PRESENTS THE SECOND ANNUAL

Sales Leadership Conference 2011

- 26-27 September 2011
- Johannesburg, Sandton Sun Hotel



Building a High Performance Sales Organisation

Platinum Sponsor



Our island in the sky

Conference Overview

A two-day sales leadership conference featuring a dynamic line-up of globally renowned sales experts who will unveil new thinking, principles and strategies.

Why You Must Attend

CONFERENCE HIGHLIGHTS

- See three globally renowned sales experts
- A first-ever dual session where you can select the option that best suits your needs
- Exposure to leading-edge principles and tools in presentations and workshops

BENEFITS OF ATTENDING

- Experience a unique, one-of-its-kind sales leadership conference
- Learn sales leadership lessons from three globally renowned experts
- Gain exposure to best-practice, tested and proven principles for building a high performance sales organisation
- Begin building a sales manual on four important sales leadership themes
- Network with over 250 of your peers from South Africa's leading companies

WHO SHOULD ATTEND

- Leaders who are directly or indirectly responsible for delivering high sales volumes in competitive markets
- Executives who play a key role in defining the sales strategies of their respective companies or organisations
- These include:
CEOs, MDs, GMs, Sales Directors, Sales Managers and Owner-Managers

Visit www.thinksales.co.za
for full details & to book online

Conference Agenda

Day 1

Registration

Welcome

SESSION 1:
Opening Act

Wolfgang Riebe
Illusionist

SESSION 2:
Keynote Address

Nic Read
Selling to the C-Suite

Coffee Break

SESSION 3:
Workshop

Nic Read
Selling to the C-Suite

Lunch

SESSION 4:
Keynote Address

Steve W. Martin
Build a Winning Sales
Force Using Sales
Linguistics

Coffee Break

SESSION 5:
Workshop

Steve W. Martin
Advanced Customer
Communication

Cocktails & Networking

Day 2

Welcome

SESSION 6:
Case Study & Panel
Discussion
Ivan Epstein &
Cy Edmondson

Real-Life Stories From
The Trenches

Coffee Break

SESSION 7:
Keynote Address

Jill Konrath
The New Rules of
Selling to Extremely
Busy Executives

Lunch

SESSION 8:
Workshop

Jill Konrath
Fresh Strategies for
Frazzled Prospects

Coffee Break

SESSION 9:
Elective Session

Nic Read
The Science of Sales
Transformation

OR

Steve W. Martin
The Psychology of a
Complex Sale

Prize Draw

KEYNOTE PRESENTATION

Selling to the C-Suite

Nic Read (USA)

THE CHALLENGE

As the economy goes down so the buying decisions go up to the executive level more than ever before. But how do you get on the radar of senior executives and build 'trusted advisor' relationships to stand out from the pack?

KEY OUTCOMES

You will gain clarity on:

- What an effective sales process looks like today
- How to get noticed by more executive buyers
- What your sales people should say and do in front of them

THE WORKSHOP

Selling to the C-Suite

This workshop will equip sales leaders in practical ways to reach out to C-Suite executives, using ideas from executives themselves. You will understand what executives want, utilising the drivers of executive decision-making that include:

1. Ways of getting past the roadblocks
2. How to create value at the executive level
3. How to cultivate loyalty at the C-Suite

BIOGRAPHY

Nic Read is the founder and CEO of SalesLabs, a sales consultancy represented in the USA, Europe and Asia that delivers solutions to large, multi-national companies. He has served as visiting professor for the Hewlett Packard Business School in Beijing, China, was retained as the Executive Director for Big Four consulting firm Ernst & Young and has been awarded the International Business Award for Best Sales Trainer by a panel of judges that included Donald Trump, Gary Hamel and Tony Robbins. His first book, *Selling to the C-Suite*, is the result of a 10-year global study on how executives get involved in the B2B buying cycle, and what sales people need to do to become trusted advisors at that level. The book topped the Amazon.com best-seller list in its category and has gone on to multiple printings in different languages.

Regarded as a thought leader on the Science of Revenue Growth, Read's sales and management programmes are sold in more than 40 countries in eight languages.



CLIENT LIST
 Ernst & Young, KPMG,
 Thomson Reuters, Cisco
 Systems, SAS, Microsoft,
 IBM, SAP, Fuji Xerox,
 British Telecom, Johnson &
 Johnson, Hewlett-Packard

Voted the International Business Award for Best Sales Trainer by a panel including Donald Trump, Gary Hamel and Tony Robbins

KEYNOTE PRESENTATION

Build a Winning Sales Force Using Sales Linguistics

Steve W. Martin (USA)

THE CHALLENGE

Since product differentiation is at an all-time low, all the sales people competing for the customer's business make the same claims. In addition, today's customers are more sophisticated and better informed than ever. The winning sales person skillfully uses language to build a deeper relationship and persuade the customer to buy.

KEY OUTCOMES

Successful customer communications is at the foundation of all sales. In this session we introduce 'Sales Linguistics,' the revolutionary new field of study on how sales people and customers use language during the decision-making process.

THE WORKSHOP

Advanced Customer Communication Workshop

This workshop will equip sales leaders with linguistic strategies to differentiate their solution from the competition and enable them to create a call to action that convinces the customer mentally and emotionally to buy.

BIOGRAPHY

Steve W. Martin is recognised as the foremost expert on 'Sales Linguistics,' the study of how customers use language during the complex decision-making process. He is the founder of the Heavy Hitter sales training programme and the author of the critically acclaimed *Heavy Hitter* series of sales books for senior sales people. Steve's books have been featured in *Forbes*, the *Wall Street Journal*, and *Selling Power Magazine*. The Heavy Hitter sales training programme has helped over 100 000 sales people become top revenue producers at leading companies. A highly sought-after sales trainer and keynote speaker, Steve is a regular contributor to the *Harvard Business Review*, *Sales and Marketing Management*, and the *Software Sales Journal*. When not working with his clients, he teaches sales strategy at the University of Southern California Marshall Business School MBA Program.



CLIENT LIST

IBM, Oracle, AT&T, EMC,
Philips, DHL Global Mail,
Experian, Paypal, Prudential,
Stanford University, UTI
Worldwide Logistics

His book *Heavy Hitter Selling* is recommended reading at Harvard Business School and has been featured in *Forbes* and the *Wall Street Journal*

KEYNOTE PRESENTATION

The New Rules of Selling to Extremely Busy Executives

Jill Konrath (USA)

THE CHALLENGE

It's tough selling to decision-makers who are expected to do more, in less time and with fewer resources. They're stressed out, don't want to change unless absolutely necessary and see minimal difference between competitors. Most sellers and sales organisations are woefully unprepared for these radically new customers. Making more calls is not the answer, nor is a better 'pitch'.

KEY OUTCOMES

By implementing the new rules of selling, your sales people will:

- Win more sales faster
- Sell at higher margins
- Be involved in fewer competitive situations

THE WORKSHOP

Fresh Strategies for Frazzled Prospects

This session focuses on very specific prospecting strategies your sales people can use to capture the attention and set up meetings with busy decision-makers. By using these strategies, your sales people will make fewer calls, but set up more appointments.

BIOGRAPHY

Jill Konrath is an internationally-recognised sales expert, speaker and the best-selling author of *Selling to Big Companies* and *SNAP Selling*. *SNAP Selling*, her highly acclaimed new book jumped to No.1 on Amazon within hours of its release – and continues to be a top seller. *Selling to Big Companies* was named by *Fortune* as one of eight 'must read' books and it has also been a Top 25 Amazon sales book since 2006. In 1987, she launched Leapfrog Strategies Inc., a sales effectiveness consultancy that focuses on helping companies shorten time to revenue on new product introductions. Using her unique strategies that close the gaps between sales and marketing, her clients have been able to launch faster, capture their window of opportunity and gain significant market share. In 2010, the Jill was voted winner in the 'Top Sales Personality' category in the inaugural Annual Top Sales Awards judged by global industry leaders.



CLIENT LIST

Accenture, Canadian Consulate, Direct Marketing Association, Hilton Hotel Group, IBM, Microsoft, ProLogix, United Healthcare, 3M Company.

Jill's book *Selling to Big Companies* was named by *Fortune* as a 'must read'. It's been an Amazon best-seller since 2006

CASE STUDIES & PANEL DISCUSSION

Lessons From The Trenc hes: Real-Life Stories



IVAN EPSTEIN

Co-founder and CEO: Softline and Sage AAMEA

Ivan has a degree in accounting and after spending five years at Price Waterhouse Coopers co-founded Softline in 1988. Nine years later, as CEO of Softline, he led a listing on the Johannesburg Stock Exchange. In 2003, Ivan sold the company to London-listed Sage Group plc, the world's largest software and services provider to SME's and the only software company to be a member of the FTSE 100 index. In 1999 he was recognised for his entrepreneurial attributes and was presented with the prestigious accolade "South Africa's 1999/2000 Best Entrepreneur Award" by Ernst & Young. Ivan also received the CCSA IT Personality of the Year award in 2009 in recognition of his contribution to the ICT sector. Currently CEO of Softline and Sage AAMEA (Africa, Australia, Middle East Asia), Ivan is responsible for managing and leading the group in identifying its vision and strategy for the future.

Presentations
CHALLENGE

Finding ways to deliver high growth sales in a 'take no prisoners' environment, while simultaneously attracting and retaining the best sales talent.



CY EDMONDSON

Sales Manager New Business:
iChoices Call Centre Outsourcing

Struck by an unknown virus and paralysed in the height of his youth, Cy's poignant personal story provides a powerful example of the often unspoken determination necessary to translate simple intentions into concrete actions. During November 2000, his determination and courage was portrayed when he took the challenge of climbing the Sentinel Peak in the Drakensberg, defying the 'rules' of disability and making history. Cy has 17 years of contact centre experience and has received numerous awards from large organisations, including leader of the year at Discovery Health. Currently the sales manager for iChoices Call Centre Outsourcing, Cy is also a recognised speaker, assisting organisations in developing and growing their businesses. His book, *I Can* has sold over 30 000 copies.

KEY OUTCOMES

This session will give you insights into how two exceptionally talented individuals achieve results in their own unique styles.

PANEL DISCUSSION

The two talks will be followed by a panel discussion and Q&A, facilitated by MC Douglas Kruger.

ELECTIVE SESSION



O R



STRATEGIC SESSION WITH NIC READ

This session is for an executive who can truly impact on their organisation across all levels of the enterprise.

Ideal for CEOs, CFOs COOs, GMs and Sales Directors

KEYNOTE PRESENTATION

The Science of Sales Transformation

CHALLENGE

Do you know if your company is engineered to grow? Is sales success a part of your corporate DNA? Most leaders are not absolutely certain and selling is often seen as 'a dark art' instead of a science. But what if revenue growth was distilled into a formula you could follow to achieve predictable and sustainable results?

KEY OUTCOMES

Utilising the blueprint for growth scorecard, a lead indicator into the extent to which your company's organisational DNA is geared for growth, this strategy session will give you:

- A look at your own 'Revenue Growth Scorecard' (completed online before the conference)
- Insight into how a 'Revenue Growth Scorecard' works
- How to build a sustainable revenue growth model
- A roadmap for aligning sales training to business ROI

MANAGEMENT SESSION WITH STEVE W. MARTIN

This session is for a Sales Manager who has to assist their sales teams to out-smart and out-manoeuvre competitors.

Ideal for hands-on Sales Managers

KEYNOTE PRESENTATION

Sales Strategy and the Psychology of the Complex Sale

CHALLENGE

Sales is an intense hand-to-hand battle fought between two people or two groups of people who are each trying to win over the customer. Your competitors have educated themselves about your products and sales tactics, and they're focused on defeating you more than ever. The deciding difference between winning and losing today is your ability to create a strategy that out-smarts, out-manoeuvres and overwhelms your enemies.

KEY OUTCOMES

Based upon thousands of customer interviews as part of the win-loss studies Steve has conducted on behalf of his clients, this session provides the models behind organisation politics along with the practical sales advice that will help you become a master sales leader.

- Formulating the grand strategy to win the complex sale
- Political account structure and the psychology of organisational buying
- Tactics to defeat the competition
- Winning over key decision-makers at all levels of the company

2010 Conference Highlights

Attendee Ratings & Profiles

Overall rating of the conference

Outstanding	51%
Good	47%
Average	2%
Poor	0%

Key positions of attendees

CEOs / MDs	21,6%
Sales Directors	6,8%
Marketing Directors	2,3%
Sales Managers	34,1%
Other Managers	21,6%
Sales Executives	3,0%
Other Positions	10,6%

Based on your experience at this event, will you attend another ThinkSales conference?

Definitely	75%
Possibly	25%
No	0%

Staff size of their companies

11-49	11,4%
50-99	13,6%
100-299	29,5%
300-999	43,2%
1 000 plus	2,3%



2010 Attendee Comments

"I have never attended a conference where every single presentation and workshop was this valuable and interesting! Well done."

– A. Strydom, Business Development Executive

"New concepts in training and understanding people were superb. I will definitely be attending your next conference."

– D. Jennings, Sales Director

Booking Rates

EARLY BIRD RATE

Book 1-3 delegates by 19 August 2011 and pay only R7 182,00 excl. VAT (R8 187,48 incl. VAT) per delegate

STANDARD RATE

Book 1-3 delegates after 19 August and pay only R7 980,00 excl. VAT (R9 097,20 incl. VAT) per delegate

GROUP DISCOUNTS

- Groups of 4-9 delegates: Pay R6 783,00 excl. VAT (R7 732,62 incl. VAT) per delegate
- Groups of 10+ delegates: R6 384,00 excl. VAT (R7 277,76 incl. VAT) per delegate

**SAVE
R1 000
EARLY BIRD DISCOUNT**
Book by 19 Aug 2011
Max. 300 Seats

CONTACT DETAILS

- **More Info:** www.thinksales.co.za
- **Event Bookings:** Janine or Verna
- **Tel:** +27 (0)11 886 6880
- **Email:** events@thinksales.co.za

**Visit www.thinksales.co.za
for full details & to book online**

MEDIA SPONSOR



IT SPONSOR



PLATINUM SPONSOR



Our island in the sky

Go Discover...

One airline, 25 destinations
and growing



PROUDLY SPONSORED BY



AIR MAURITIUS

Our island in the sky

Visit www.airmauritius.com

Tel: +27 (0)11 601 3900 • 087 1511 848

Toll free: 0800 983 537