

# Moving Your Sales Organization to the Future



COLLEGE OF BUSINESS  
AND INNOVATION

THE UNIVERSITY OF TOLEDO

Presented by the Edward H. Schmidt School of Professional Sales



8<sup>TH</sup> ANNUAL  
EXECUTIVE SALES SUMMIT  
DECEMBER 2, 2011  
8:00AM-12:30PM  
STUDENT UNION  
INGMAN ROOM

Find out what is working, and why, from sales and marketing executives like yourself at growing companies such as:

Citigroup

Six Disciplines

3M

Thomson Reuters

## Topics of Discussion:

- Economy
  - Current state and what lies ahead
  - Major trends
- Challenger Sales Model
  - Cultural change
  - Research premise, key design components, rollout, and support
- The Rise and Role of Inside Sales
  - Maintaining effectiveness with relationships and collaborations while decreasing costs
  - Approaches to overcome the customer service (order taker) mindset
- B2B Social Media Strategy and ROI Metrics
  - Proactive strategies to maintain control
  - Success metrics—what they are, why they are relevant, how to measure them, and what actions to take based on the results

Learn more from your peers with the new breakout table talk sessions!

# SECURE LIVE WEB CAST AVAILABLE ON-DEMAND AFTERWARDS



## Keynotes:

- Citigroup Asset Management, Retired Managing Director; Financial Advisor, Investor, Gene Collins
- Six Disciplines, Director of Digital Marketing, Skip Reardon
- Bios available online

## Panelists:

- 3M, Manager, Corporate Training and Development, Dennis Leahy
- Thomson Reuters, Vice President Sales, Rick Kursik

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## Agenda:

8:00-8:30	Check-in, continental breakfast
8:30-8:45	Welcome
8:45-9:30	Keynote
9:30-10:30	Panel
10:30-11:00	Breakout Table Talks
11:00-11:20	Networking and Break
11:20-12:05	Keynote
12:05-12:30	Lunch and Networking

Registration fee is \$75 for the first attendee and \$50/attendee thereafter. Invitation only. Call 419-530-6133 or email edwardschmidtschool@utoledo.edu.

*Attendees will be entered into a drawing for a complimentary overnight stay and dinner for two at Maumee Bay State Park Lodge & Conference Center (\$200 value)*

Registration for an attendee includes access to the summit (in person or live web cast), on-demand access to the event web cast after the event, continental breakfast, and a hot buffet lunch.

ESSPS Corporate Partners will receive complimentary registrations based on their partner level.