



# High-Impact Sales Strategy

Driving Revenue and Profit Growth

## EXECUTIVE SUMMARY

In this comprehensive program, seasoned practitioners and thought leaders provide a deep dive into sales strategy leading practices for maximizing profitable organic growth in today's B2B selling environment.

Rapid changes in customer needs and buying behavior, coupled with increased competition for value superiority, are requiring senior executives to develop new and innovative go-to-market approaches. The result? New value proposition, sales model and customer engagement strategies that address an increasingly demanding and complex buyer landscape, while ensuring maximum cost-of-sales efficiency and effectiveness.

Designed for senior leaders, this case-based program focuses on the sales strategy decisions that most impact revenue and profit growth and precede tactical decisions related to sales force management and operations. You'll come away with a deep understanding of how to develop and implement a holistic sales strategy for maximum impact.

"Organic growth is an imperative across all industries. In a sales environment that is ever more complex and challenging, growth is very difficult to achieve. Combining the faculty's sales and marketing deep expertise with practical application, the program provided a tried and tested framework that integrated all the key elements of a growth strategy — segmentation, value proposition, channel and sales structure, and the customer engagement process. It also afforded me a phenomenal opportunity to interact with the faculty and exchange experiences with my classmates."

**VP Acquisition Integration, IDEX Corporation**

## NEXT STEPS

Learn more and apply  
[kell.gg/kxsalestrat](http://kell.gg/kxsalestrat)

Consult with an  
**Executive Development Advisor**  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)

847.467.6018

June 2-5, 2019 // \$8,100

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.



## KEY BENEFITS

- Establish segmentations and growth priorities that result in winning sales strategies
- Move beyond elevator pitches to create, communicate and prove compelling B2B value propositions
- Modernize the sales process to drive differentiated value
- Create key accounts programs that maximize mutual value with your most important customers
- Design field, inside and indirect sales forces and channels for strategic advantage
- Drive implementations that result in execution advantages

## WHO SHOULD ATTEND

- Chief sales officers
- Vice presidents and directors of sales, sales strategy, sales operations and sales force effectiveness
- Chief commercial officers and vice presidents of marketing, sales and strategic marketing
- CEOs of midmarket and smaller companies

## High-Impact Sales Strategy

Driving Revenue and Profit Growth

### PROGRAM CONTENT HIGHLIGHTS

#### DAY 1:

- Apply a strategic mindset to the sales function
- Establish segmentations and growth priorities that result in winning sales strategies
- Case study 1 breakouts and group discussion
- Move beyond elevator pitches to create compelling B2B value propositions
- Case study 2 breakouts and group discussion
- Modernize the sales process to drive differentiated value

#### DAY 2:

- Review leading trends in channels mix and design
- Design field and inside sales forces for strategic advantage
- Case study 3 breakouts and group discussion
- Develop a key accounts program for strategic advantage
- Design and implement indirect channels for strategic advantage

#### DAY 3:

- Case study discussion: Bringing it all together, implementation and change management
- Panel to discuss remaining questions from the course

### YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.



### THE FACULTY



#### Mike Moorman

Academic Director;  
ZS Managing Principal,  
Sales Business Area;  
Global Practice Leader,  
B2B Sales Strategy and  
Transformation

#### Michael Ahearne

ZS Principal; C.T. Bauer Chair in Marketing,  
University of Houston; Executive Director,  
Sales Excellence Institute; Author of "Selling  
Today: Partnering to Create Value"

#### John DeSarbo

ZS Principal, Sales Channel Strategy  
and Management

#### Rodolfo Luzardo

ZS Principal, Go-to-Market Strategy  
and Transformation

*Please note: Faculty is subject to change.*

For this program, Kellogg assembled a dynamic team of highly experienced sales executives, educators and strategic thinkers to guide you through highly focused content. As practitioners and teachers, they will help you gain the knowledge and insight needed to transform your sales organization into an engine of growth.

### NEXT STEPS

Learn more and apply  
[kell.gg/kxsalestrat](http://kell.gg/kxsalestrat)

Consult with an  
Executive Development Advisor  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)

847.467.6018

# High-Impact Sales Strategy

Mike Moorman, Academic Director

Sample Schedule

	DAY 1	DAY 2	DAY 3	DAY 4
MORNING SESSION(S)		<b>Applying a Strategic Mindset to the Sales Function</b> Luzardo	<b>Leading Trends in Channels Mix &amp; Design</b> DeSarbo	<b>The Other 80% - Implementation Issues and Insights</b> Moorman
		<b>Case Study Groups Segmentation &amp; Growth Priorities</b> Luzardo  <b>Case Discussion</b>	<b>Sales Force Design For Strategic Advantage</b> Moorman  <b>Case Study Groups</b>	<b>Panel Discussion and Wrap-Up</b> Luzardo, DeSarbo, Ahearne, Moorman
LUNCH				
AFTERNOON SESSION(S)	<b>Course Introduction</b> Moorman	<b>Case Study Breakout</b>	<b>Case Group Discussion</b> Moorman	
		<b>Case Discussion</b> Ahearne	<b>Key Account Management</b> Moorman	
		<b>Retooling for Digital Headwinds</b> Ahearne	<b>Indirect Channels Design for Strategic Advantage</b> DeSarbo	
		<b>Modernizing the Sales Process to Drive Differentiated Value</b> Luzardo		
DINNER				
EVENING SESSION	<b>Case Introductions</b> Ahearne, Luzardo  <b>Intro to SFE Navigator</b> Luzardo		<b>SPARK Presentation</b>	