



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.

March 2-5, 2020 // \$8,150

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
- Modernize the sales and customer engagement process to drive differentiated value
- Create key accounts programs that maximize mutual value with your most important customers
- Design field, inside, digital 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 mid-market and smaller companies

NEXT STEPS

Learn more and apply
kell.gg/kxsalestrat

Consult with an
Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

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PROGRAM CONTENT HIGHLIGHTS

Creating a Go-To-Market Strategy

- Learn how to apply a strategic mindset to the sales function
- Understand how segmentations and growth priorities result in winning sales strategies
- Move beyond elevator pitches to create compelling B2B value propositions
- Incorporate digital into your integrated go-to-market model
- Modernize the sales process to drive differentiated value

Optimizing Channels and Sales Force Structure for Strategic Advantage

- Review leading trends in channels mix and design
- Design field and inside sales forces
- Create a key accounts program
- Design and implement indirect channels

Driving Transformational Change

- Identify and address critical implementation issues
- Review best practices for managing and leading transformational change

“ [This was] a very insightful program that spoke directly to many of the challenges faced by sales professionals today. The case studies and examples are applicable across multiple industries, for companies large and small.”

VP Sales, Senneca Holdings

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.



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THE FACULTY

Mike Moorman

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

Michael Ahearne

Principal, ZS; CT Bauer Chair in Marketing at the University of Houston; Executive Director, Sales Excellence Institute

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.

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ACADEMIC DIRECTOR: Mike Moorman

SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3	DAY 4
MORNING SESSIONS		Applying a Strategic Mindset to the Sales Function Luzardo	Leading Trends in Channels Mix and Design DeSarbo	The Other 80% - Implementation Issues and Insights Moorman
		Case Study Groups Segmentation and Growth Priorities Case Discussion Luzardo	Sales Force Design for Strategic Advantage Case Study Groups Moorman	Panel Discussion and Wrap-Up Moorman, Ahearne, DeSarbo, Luzardo
LUNCH				
AFTERNOON SESSIONS		Case Study Groups Retooling for Digital Headwinds Ahearne	Case Group Discussion Key Account Management Moorman	
	Course Intro Moorman Cases Introduction & SFE Navigator Ahearne & Luzardo	Modernizing the Sales Force Process to Drive Differentiated Value Case Discussion Luzardo	Indirect Channels Design for Strategic Advantage DeSarbo	
DINNER				
EVENING SESSION	Free Evening	Free Evening	Free Evening	

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