

# High-Impact Sales Strategy in a Digital World

**Driving Revenue and Profit Growth**

LIVE VIRTUAL

June 6-14, 2022

\$4,550\*

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. In addition, the COVID pandemic has accelerated virtual and digital trends, and created uncertainty about the "new normal" — resulting in new value proposition, sales channel, sales force structure, and customer engagement models that address an increasingly demanding and complex buyer landscape, while ensuring an agility for adapting to a changing market environment.

Designed for senior leaders, this 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.

**"[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

## Key Benefits

- Establish segmentations and growth priorities that result in winning sales strategies
- Develop B2B value proposition strategies that achieve critical differentiation, facilitate effective sales force execution, and deliver mutual value
- Design field, inside, digital and indirect sales forces and channels for strategic advantage
- Create key accounts programs that maximize mutual value with your most important customers
- Modernize the sales and customer engagement process to drive differentiated value
- 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

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

\*Dates and program fees are subject to change.

## Program Content

### 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

**“For four days, we exchanged knowledge [with peers] from four continents, led by knowledgeable teachers, with actual cases that provided [insight] and matched the exact challenges that I experience in my company.”**

HEAD OF SALES, VEDACIT

## The Faculty

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.

#### Mike Moorman

Academic Director; Adjunct Lecturer of Executive Education; ZS Managing Principal, Sales Business Area; Global Practice Leader, B2B Sales Strategy and Transformation

#### John DeSarbo

ZS Principal, Sales Channel Strategy and Management

#### Tim Joyce

ZS Principal, B2B Marketing

#### Rodolfo Luzardo

ZS Principal, Go-to-Market Strategy and Transformation

#### Pete Mehr

ZS Principal, Omni-Channel Marketing and Sales

*Please note: Faculty is subject to change.*

### Kellogg Executive Education

#### Live Virtual Programs feature:

- Live Online Learning — Delivered in our live virtual classroom, with a limited number of participants to ensure maximum engagement
- Top Kellogg Faculty — Kellogg’s renowned thought leaders will share their knowledge and facilitate thoughtful discussion in real time throughout the program
- Peer-to-Peer Connections — Many opportunities to interact with your global peers through both formal and informal activities
- A Rich, Interactive Experience — A high-quality, transformative learning experience with timely, actionable content and seamless interactivity
- Credit towards a Kellogg Executive Scholar Certificate — All our live virtual programs count towards completion of your certificate



Learn more and apply:  
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Consult with an Advisor:  
**[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu) 847.467.6018**

# High-Impact Sales Strategy in a Digital World

## Driving Revenue and Profit Growth

**ACADEMIC DIRECTOR:** Mike Moorman

### TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday			
Early Morning	8:00am – 8:30am CT <b>Course Introduction</b> Moorman	8:00am – 10:30am CT <b>Channel Strategy</b> In the Digital Age DeSarbo			
Mid-Morning	8:30am – 10:15am CT <b>Rethinking</b> Segmentation and Growth Strategy Luzardo	<b>The Impact of</b> Digital on Sales Mehr			
Late Morning	10:15am – 12:00pm CT <b>Building a Winning</b> B2B Value Proposition Joyce	10:30am – 12:15pm CT <b>Modernizing the</b> Sales Process for Today's Selling Environment Luzardo			
WEEK 2	DAY 3: Monday	DAY 4: Tuesday			
Early Morning	8:00am – 10:15am CT <b>Sales Force Design for</b> Strategic Advantage Moorman	8:00am – 10:30am CT <b>Indirect Channel Design</b> and Programs for Strategic Advantage DeSarbo			
Late Morning	10:15am – 12:00pm CT <b>Approaching Key</b> Account Management As a Business Strategy Moorman	10:30am – 12:15pm CT <b>The Other 80% —</b> Implementation Issues and Insights Moorman			
Early Afternoon		12:15pm – 1:00pm CT <b>Panel Discussion</b> and Wrap-Up Moorman, DeSarbo, Luzardo, Joyce			

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