

B2B Sales Force Strategy and Effectiveness in the Digital Age

Achieving a world-class sales strategy, sales force, and omni-channel orchestration

In-person

June 1-5, 2025

Oct. 12-16, 2025

\$10,450*

Today's dynamic **B2B and B2B2C** sales environments are creating unprecedented opportunities for leadership teams at **product manufacturers and service providers alike**. Evolving customer buying processes and expectations are requiring new ways of engaging customers and maximizing sales force performance.

This change is wide-reaching. Digital and AI are changing “what” and “how” organizations sell and enable their customer-facing teams. Coordinating sales and marketing across channels is essential to delivering an outstanding customer experience. And nearly every aspect of sales force design and effectiveness is being re-envisioned.

Taught by seasoned Kellogg sales faculty and expert practitioners, you'll uncover critical insight into today's leading practices for **B2B sales strategy design and sales force performance maximization**. The program uniquely connects sales strategy, omni-channel orchestration, sales force design and downstream effectiveness practices to maximize growth and profitability. It enables leaders to develop and implement winning strategies while collaborating effectively with their commercial counterparts and teams.

Key benefits

- Learn leading sales strategy, sales force effectiveness and omni-channel orchestration principles, frameworks, and insights that you can apply and adapt to your company's unique situation and opportunities
- Recognize key trends taking place in B2B sales
- Advance your ability to identify your organization's priorities with its sales strategy, sales force effectiveness and omni-channel orchestration, and to chart your roadmap and successfully lead change
- Enhance your understanding of interdependencies with commercial counterparts and successfully collaborate across functions

Who should attend

This program is designed for B2B leaders at large to mid-market B2B and B2B2C product and service organizations globally, including:

- Chief Sales Officers, Chief Revenue Officers, and Senior Sales Force leadership (including SVPs and VPs of Sales)
- Rising leaders who support sales leadership efforts
- Sales Force and Commercial Effectiveness leadership
- Sales and Commercial Operations leadership
- Marketing leaders focused on sales force enablement and omni-channel strategies
- HR leaders focused on sales force talent management
- Commercial transformation leaders
- Senior executives from small companies

Multiple participants attending from the same company can create greater alignment within their organization and a shared decision-making framework.

Learn more and apply: kell.gg/kxsales

Program content

The insights, frameworks and approaches in this program focus on leading practices that have been applied across a range of large and mid-market organizations and industries. The content for this interactive and engaging program includes pre-reads, classroom lectures and discussions, panels, case-oriented group breakouts, and peer networking.

Key topics include:

Leading practices for B2B sales strategy design

- Evaluating customer segmentation and growth strategies
- Developing a value proposition and customer engagement process

Leading practices for sales force design and effectiveness

- Sales force structure, sizing and territory optimization
- Sales force compensation and talent management
- Strategic account management
- Sales operations design
- CRM ROI maximization

Digital trends and implications for the sales force

- Digital implications for offerings, customer engagement and field enablement
- Advancements in sales analytics and AI
- Omni-channel orchestration and digital transformation

Organizational priorities and change management

- Identifying key sales strategy and effectiveness priorities
- Charting short-term and long-term roadmaps
- Change management tactics and best practices

The faculty

As teachers, authors, researchers and highly regarded consultants, the faculty for this program bring deep expertise and thought leadership that uniquely spans B2B sales strategy and execution. Their insights on leading practices and application come from extensive real-world engagement, having collectively worked with hundreds of organizations and commercial leadership teams spanning more than 20 industries globally.

Mike Moorman

Academic Director; Adjunct Lecturer of Executive Education; ZS Managing Principal (Emeritus); B2B Sales Strategy & Effectiveness Practice Founder

Chad Albrecht

ZS Principal (Emeritus); Sales Force Compensation Practice Leader

Tania Lennon

The International Institute for Management Development; Executive Director, Strategic Talent; Sales force talent management expert

Rodolfo Luzardo

ZS Principal; B2B growth strategy and commercial excellence expert

Srihari Sarangan

ZS Principal; Omnichannel design, orchestration, and transformation expert

Kunal Shah

ZS Principal; Sales operations expert

Arun Shastri, PhD

ZS Managing Principal; B2B Digital, AI and Analytics Global Practice Leader

Giovana Milaneze Wellmann

ZS Principal; Maximizing CRM ROI expert

*Please note:
Faculty is subject to change.*



Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:
kell.gg/kxsales

Consult with an Advisor:
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