

High-Impact Sales Strategy in a Digital World

Driving revenue and profit growth

In-person

June 2-5, 2024

\$8,600*

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 differentiated value and a superior customer experience are driving senior executives to seek new and innovative value propositions and go-to-market approaches. In addition, the COVID pandemic has accelerated virtual and digital trends, creating new challenges and also new opportunities.

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
- Develop a digital journey map to enhance sales force effectiveness
- 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

Learn more and apply: kell.gg/kxsalestrat

* Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.

Program content

Creating a go-to-market strategy

- 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 or enhance a key accounts program
- Design and implement indirect channels

Driving transformational change

- Develop effective road maps
- 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 Principal, B2B Sales Strategy and Transformation Practice Leader

John DeSarbo

ZS Principal, Sales Channel Strategy and Management Practice Leader

Rodolfo Luzardo

ZS Principal, Sales Strategy and Transformation

Pete Mehr

ZS Principal, Customer Centric Marketing Practice Leader

*Please note:
Faculty is subject to change.*



Your learning experience

Whether you choose to join us in-person or participate in our dynamic live virtual programs, 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.

**When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxsalestrat

Consult with an Advisor:
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