

Maximizing Sales Force Performance

Implement frameworks for driving top line growth

In-person

April 7-11, 2024

Oct. 6-10, 2024

\$10,450*

In this program our expert faculty members deliver market-proven concepts, encourage invigorating peer interaction and provide world-class coaching that will equip you to put your sales force on a fast track to high-impact performance.

Focused on the practical application of proven principles, this program immerses you in a collaborative, highly interactive learning environment. With the guidance of seasoned faculty, you'll tackle some of the most challenging issues related to sales force design, deployment, talent management, compensation and analytics.

Beginning with an organizing framework for conducting a critical assessment of your sales force, you'll explore best practices across the core drivers of sales force effectiveness, develop practical initiatives for performance enhancement and explore how to implement and lead success-focused change.

“[This] was a great opportunity to not only hear from tremendous experts in the sales field, but also to meet and learn from other sales leaders across the country. The program allowed me to take key ideas and strategies to deploy back to my team.”

SENIOR DIRECTOR, SALES, CAPITAL BLUE CROSS

Learn more and apply: kell.gg/kxsales

Key benefits

- Apply a proven diagnostic framework to set the stage for significantly improved sales force performance
- Consider the critical decision factors for structuring sales roles and sizing your sales force
- Design compensation plans that motivate top line sales growth while maintaining bottom line profitability
- Explore important talent management topics, including the role of the first-line sales manager, sales force recruitment, development, motivation and retention
- Learn to leverage analytics and technology to enhance sales force performance
- Master the principles and tools for implementing success-focused sales force change initiatives

Who should attend

- Vice presidents of sales and senior sales directors in any industry
- Vice presidents and directors who plan sales strategy or lead sales/commercial operations or sales effectiveness functions
- CEOs of mid-market and smaller companies

This program is designed specifically for sales practitioners and leaders. All applications will be subject to review and approval from the program's Academic Director.

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

Program content

Organizing framework for sales force success

- Assess your sales force's current state versus leading practice
- Prioritize opportunities for improvement to drive key growth priorities

Sales force design

- Identify the role of the sales force as integral to an effective go-to-market strategy
- Design effective sales roles and reporting structures
- Determine the best sales force size
- Deploy the sales force to maximize market coverage

Sales force talent management

- Build an effective first-line sales manager team to maximize sales team effectiveness
- Recruit the best salespeople
- Develop, coach and retain promising and proven talent

Sales force motivation and incentives

- Design effective incentive compensation and motivation programs
- Set fair stretch goals

Implementation

- Leverage data, analytics and AI to inform and enable improved sales effectiveness
- Develop effective sales operations capabilities
- Leverage purposeful change management techniques to embed new initiatives into the sales organization

The faculty

Your faculty for this interactive learning experience is a cohesive team of high-energy professionals with nearly 200 years of collective experience working with sales forces across industries to improve their effectiveness.

Marshall Solem

Academic Director; Adjunct Lecturer, Executive Education; Principal Emeritus, ZS; expert in sales force design, sales manager development and sales effectiveness

Chad Albrecht

Principal, ZS; leading the B2B sales compensation practice

Torsten Bernewitz

Principal, ZS; expert in change management, sales force effectiveness and talent management

Tania Lennon

Principal, ZS; head of ZS Talent and Leadership Expertise Center, focused on talent assessment and strategy

Saby Mitra

Principal, ZS; Head of ZS's Digital Customer Experience Practice; expert in omnichannel customer experience transformation

Arun Shastri

Principal, ZS; ZS lead in global AI and analytics organization design, data science, digital capability building, and analytics process outsourcing

Tony Yeung

Office Managing Principal-Seattle, ZS; expert in sales force design, sales effectiveness, incentives, and sales operations

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/kxsales

Consult with an Advisor:
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