

Sales Force Effectiveness

Adapting for Success in a New Environment

LIVE VIRTUAL

Oct. 3-11, 2022

\$4,550*

In this new program our expert faculty addresses the unprecedented disruption sales organizations are experiencing as a direct result of the coronavirus pandemic.

Whether facing a sales slump or enjoying a sales bump as a result of this interruption to the usual way of doing business, it's more difficult than ever to predict what will come next. Many sales organizations have taken quick steps to move to digital channels, virtual selling, redeploying sales efforts and even reducing sales force capacity where needed; but uncertainty and volatility persist.

Focusing on the key issues facing sales leaders in this new environment, this program will address topics such as customer engagement; training, development and retention of sales talent; leveraging analytics and AI to optimize commercial strategies, and how to manage change in a volatile environment. Using frameworks, class discussion and group exercises to assimilate the concepts, you will learn how to adapt your approach to the drivers of sales excellence, ensuring success during an unstable time.

“Sales strategies have always needed to adapt to shifting markets and technologies, but COVID-19 fundamentally changed the nature of customer engagement, likely forever. Waiting for things to calm down so you can go back to the old days and ways of selling will not work. Commercial and sales leadership needs to rethink their approach to many of the drivers of sales effectiveness to compete successfully in the new environment.”

MARSHALL SOLEM, ACADEMIC DIRECTOR

Key Benefits

- Leverage frameworks to diagnose and address sales issues unique to this new environment
- Gain insight into the changing role of the salesperson and digital channels
- Understand how sales hiring, development, motivation and compensation plans need to adapt
- Discover how to move from strategy to execution with enabling tools and processes
- Learn to leverage analytics and technology for better decision-making

Who Should Attend

- CXOs responsible for top-line growth and profitability
- General managers responsible for marketing and sales
- Enterprise and national leaders responsible for sales and growth
- National sales leaders and Directors responsible for specific geographies, countries or product lines

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

Learn more and apply: kell.gg/kxsfe

*Dates and program fees are subject to change.

Program Content

New Customer Engagement Models

- Understand the evolution of the salesperson's role in the new environment
- Design an omni-channel customer engagement process that develops rich customer experiences across different customer segments or markets
- Incorporate flexibility and agility into your go-to-market strategy

Sales Force Talent Management

- Gain insight into what makes a successful sales rep in the new environment and the implications for hiring, training and developing salespeople
- Understand how sales managers need to change to successfully coach, motivate and performance manage salespeople in an omni-channel environment

Sales Force Motivation and Incentives

- Revisit existing incentive plan and motivation programs to determine what needs to change
- Evaluate mechanisms within incentive plans for ways to best support the sales force in the new environment

Leveraging Analytics and AI to Optimize Omni-Channel Strategies

- Learn how to move toward a more informed approach to making sales decisions
- Understand how analytics can help predict the actions to take in an omni-channel environment

Enablement and Execution — Bringing the New Strategy to Life

- Bridge the gap between strategy and execution
- Identify infrastructure, technology, operational resources to successfully enable an omni-channel strategy
- Enable coordination across channels and peer-to-peer communication

Manage Change and Culture in a Vuca World

- Determine the right enablers to transform sales strategies to a more digital-centric, omni-channel environment
- Leverage purposeful change management techniques to lead the transformation in your sales organization

The Faculty

Marshall Solem

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

Chad Albrecht

Principal at ZS Associates leading the B2B sales compensation practice

Torsten Bernewitz

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

Tania Lennon

Associate Principal at ZS Associates and head of ZS Talent and Leadership Expertise Center, focused on talent assessment and strategy

Saby Mitra

Principal, ZS; Expert in the sales force role in customer-centric, omni-channel strategies and customer experience digital technologies

Arun Shastri

Principal at ZS Associates with expertise in analytics organization design, data science and advanced analytics, analytics capability building, and analytics process outsourcing

Tony Yeung

Managing Principal at ZS Associates and expert in sales force design, sales effectiveness, incentives, and sales operations

*Please note:
Faculty is subject to change.*

Kellogg Executive Education

Live Virtual Program features:

- 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:
kell.gg/kxsfe

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018

Sales Force Effectiveness

Adapting for Success in a New Environment

ACADEMIC DIRECTOR: Marshall Solem

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.

	DAY 1: Monday	DAY 2: Tuesday		DAY 3: Thursday	DAY 4: Friday
Early Morning	8:00am – 9:30am CT The New World of Sales Solem	8:30am – 10:00am CT Talent Management Lennon		8:30am – 10:00am CT Leveraging Analytics and AI to Optimize Omni-Channel Strategies Shastri	8:30am – 10:00am CT Managing Culture and Change in a VUCA World Bernewtiz
Late Morning	9:45am – 10:45am CT/ 11:00am – 12:00pm CT New Models of Customer Engagement Yeung (Mitra)	10:30am – 12:00pm CT Motivation and Incentives Albrecht		10:30am – 12:00pm CT Enablement and Execution — Bringing the New Strategy to Life Mitra	10:30am – 12:00pm CT Panel Discussion and Wrap Up Faculty

Learn more and apply:
kell.gg/kxsfe

Consult with an Advisor:
execed@kellogg.northwestern.edu
847.467.6018

Northwestern University reserves the right to change without notice any statement in this publication concerning, but not limited to, rules, policies, tuition, fees, curricula and courses. This includes the right to cancel a program at any time for any reason. In case of a cancellation, the university is not responsible for any travel or other related expenses accrued by the program registrant.