

THE ECONOMIC TIMES **Sales**
STRATEGY
SUMMIT UNLOCKING MINDS

4th Edition

Co-Powered

MindTickle!

21-22 JUNE, 2018 | MUMBAI

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ET Edge
An Economic Times Initiative

A background image showing two men in business attire (suits and ties) sitting at a table, looking at documents. One man is holding a pen. The image is dimmed and serves as a background for the text.

OVERVIEW

While India is poised to emerge as one of the largest economies of the world, the way Customers buy and Businesses sell is changing. With the recent market conditions, the economy is taking its toll on consumers and customers buying attitudes and behaviours. Today's buyers have become more demanding, insisting on both off-the-shelf products and more complex, customized solutions with different levels of sales support.

Sales leaders and business owners are struggling to adapt with the fast-changing selling trends. They are having a very difficult time trying to meet goals and remain profitable. Every day, CEOs and sales leaders face the urgency of meeting their target numbers because of globalisation and their customers' changing needs.

THE ECONOMICS TIMES SALES STRATEGY SUMMIT - 4TH EDITION is gathering some of the most successful sales leaders across the region, bringing innovation and collaboration across all industries for you to achieve increases revenue growth. Get access to 20+ Sales Analysis Sessions and a lot more in the panel discussions with MDs, CEOs and Sales Leaders on the quest to make Sales strategies more effective to enhance your response skills while tackling tough day-to-day conflicts as sales leaders. Get to learn from the top industry leaders on optimising your sales channel with the most cost-effective methods where you will take part in strategizing your sales forecasting to cut cost, increase closing ratio and gain greater revenue.

SALES STATISTICS THAT CAN HELP YOU SELL SMARTER

HOW DO YOU PROJECT YOUR SALES STRATEGY, WHEN
3% OF YOUR MARKET IS ACTIVELY BUYING
56% ARE NOT READY
41% ARE POISED TO BEGIN

HOW WILL YOU SELL YOUR PRODUCT, WHEN
70% OF PEOPLE BUY TO SOLVE PROBLEM
30% OF PEOPLE BUY TO GAIN SOMETHING

HAVE YOU USED MARKETING AUTOMATION TO NURTURE PROSPECTS, WHEN
451% RISE IN THE QUALIFIED LEADS WHEN BUSINESSES USED AUTOMATION

HAVE YOU EVER ASKED FOR REFERRALS, WHEN
91% CUSTOMERS SAY THEY GIVE REFERRALS
11% SALES PEOPLE AS FOR REFERRALS

ONLY 21% OF THE SALESPERSON'S DAY IS SPENT IN TALKING TO PROSPECTS, WHEN
21% WRITING EMAILS
17% ENTERING DATA
17% PROSPECTING AND RESEARCHING LEADS
12% GOING TO INTERNAL MEETINGS
12% SCHEDULING CALLS

TARGET AUDIENCE

- CHIEF EXECUTIVE OFFICER
- CHIEF SALES OFFICER
- MANAGING DIRECTOR
- CHIEF REVENUE OFFICER
- DIRECTOR SALES
- CHIEF BUSINESS DEVELOPMENT OFFICER
- VICE PRESIDENT
- GROUP SALES HEAD
- HEAD OF SALES

KEY THEME FOR THE SUMMIT

Gain insights on newer ways to keep your sales force optimally engaged

Discover novel techniques from industry experts on Predictive analytics

Learn how AI can help enhance the overall performance for your salesforce

Engage with leaders from the industry, as well as international strategists under one roof

Listen to real-life case studies by noted speakers and key influencers in the business

5 GOOD REASONS WHY YOU SHOULD ATTEND THIS SUMMIT

1

EXCLUSIVITY AT ITS BEST: Meet like-minded C-suite leaders and decision makers who understand that disruption and innovation are the only way to survive.

2

THINK LIKE A SALES LEADER: Understand how to compete and thrive in the volatile market.

3

DESIGN, BUILD & MANAGE YOUR SALES PLAN: Learn from the best in the industry on what does it take to create a sales strategy which makes an organization future ready, innovative and agile.

4

MAPPING YOUR STRATEGIES: This summit will help you align your sales strategy with current capabilities.

5

DISCUSS, DELIBERATE AND DELIVER: Discover new ideas and strategies on digital, customer experience and learn from case studies. Also network and discuss your strategies with the renowned names from the industry.

PROGRAMME SCHEDULE

DAY 1

09.00 – 09.45	Registration
09:45 - 10:00	Welcome Address by ET EDGE
10.00 – 10.15	KEYNOTE: The Generation of Social Sales Prahlad Kakkar , Brand Guru
10.15 – 11.00	CEO PANEL DISCUSSION: Setting the right example - A move from Chief Executive Officer to Chief Inspiration Officer New Secrets of Sales Performance Management How to become the backbone for your Sales Team Anuj Mathur , Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance Co Aslam Karmali , CEO & Sr. Vice President, Retail (India & International), Eureka Forbes Ltd Neeraj Bansal , CEO, DHL SmarTrucking Vikas Mittal , CEO, Magma HDI General Insurance Co Sunil Jose , CEO & Country Head India, Salesforce Moderator: Yamini Bhat , CEO & Co-Founder, VYMO
11:00 - 11:15	Future of Sales @ AI : How AI is redefining the Future of Sales !! AI Sales BOT can Supervise, Assist and Train 1000s of Salespeople and Channel Partners, simultaneously How to use AI with existing Sales Force Automation to increase Sales Ranjeet Kumar , CEO & Co-founder, Applicate IT Solutions
11:15 - 11:45	Coffee & Networking Break
11:45 - 12:00	Re-thinking Your Sales Effectiveness for the Digital era - How to use technology to drive visibility to quantified capabilities of your team? - Examples from the field & tactical advice on how to get started Krishna Depura - CEO & Co-Founder, MindTickle
12:00 - 12:20	Finding ways to bridge the gap between Strategy and on ground Implementation to Improve Sales Performance Building a strategy that is linked to the ultimate sales vision Course corrections strategies to get the functions on track Yadvinder Singh Guleria - Senior Vice President, Sales & Marketing, Honda Motorcycle & Scooter India
12:20 - 12:50	CASE STUDY: The culture if the organisation and it's impact on Selling - A Google Story Vikas Agnihotri , Director Auto, BFSI, CPG, Telecom, Travel, Media & Entertainment, Google
12:50 - 13:05	Digital Transformation To Gain Competitive Advantage Case study on how we helped Kirloskar Oil Engines redefine their business with the help of Digital Transformation Aditya Paranjpe , Head IOT, KloudQ Technologies
13:05 - 14:00	Networking Lunch
14.00 – 16:00	AFTERNOON KEYNOTE: Strategies to Building Strategic Customer Relationships John Mattone , Former Executive Coach to the late Steve Jobs
16:00	End of Day 1

PROGRAMME SCHEDULE

DAY 2

09.00 – 10.00	Registration
10.00 – 10.20	KEYNOTE SESSION: Bharat Wakhlu , Resident Director, Tata Group
10:20 - 11:05	PANEL DISCUSSION: The key parameters behind guarding your territory and Clients Strategies to find the loopholes that your competition can exploit Steps to secure your Key Clients Safdar Hussain , Head of Artificial Intelligence, Abu Dhabi Financial Group Dinesh Aggarwal , Joint Managing Director, Anchor Electricals Pvt. Ltd. Shaji Koshy , Senior Vice President (Sales&Marketing) - Royal Enfield Mani Rangarajan , Chief Business Officer, Housing.com Vijay Udasi , Partner, Nielsen
11:05 – 11:25	Delivering Accurate Sales Forecasts Ensuring sales representative maintain accurate CRM data Augmenting the art of forecasting with science Lalit Bhise , CEO Co- Founder, Bizom
11:25 - 11:55	Coffee & Networking Break
11:55 - 12:15	CASE STUDY: Sales Strategy for India's most expensive residential property, The World One Project Prashant Bindal , Chief Sales Officer - LODHA Group
12:15 - 12:35	Granular Analytics: Why it's a Game Changer for Sales Prioritize micro-markets with superior segmentation Optimize costs through superior resource allocation Drive growth with impactful marketing interventions
12:35 - 13:05	INTERNATIONAL CASE STUDY : Abu Dhabi Commercial Bank's AI to study Customers Behavioural analysis to predict his next move Safdar Hussain , Head of Artificial Intelligence, Abu Dhabi Financial Group
13:05 - 14:00	Networking Lunch
14:00 - 14:45	Winning High Value Deals Using Artificial Intelligence along side with Advanced Account Based Selling Understanding the impact AI will have on account-based tactics essential to the sales process Use of AI to get a PhD on the future consumer Subrat Parda , CEO, CO-Founder, RaceTrack AI
14:45 - 15:30	PANEL DISCUSSION: Smarketing - The Art of Alligning your Sales and Marketing How can Marketing and Sales sets expectations and alignment, at every level of the organization Understanding the closing ratio of a better planned Marketing lead Sashi Kumar , Head of Sales, India, Indeed.com Lalit Bhise , CEO Co- Founder, Bizom Yadvinder Singh Guleria - Senior Vice President, Sales & Marketing, Honda Motorcycle & Scooter India Pvt. Ltd Praveen Dalal , Head Sales (India) & Business Head(SAARC), Godrej Consumer Products Ltd Albert Almeida , COO, Non-Movies, BookMyShow Moderator: Yaquta Mandviwala , Partner, Bain & Company
15:30 - 16:00	Fireside Chat : Simplifying AI for Sales Understanding AI, its short term and long terms gains for busines Readiness for AI : First few steps Using AI with Sales Force Automation Ranjeet Kumar , Applicate IT Sellina BOT
16:00 - 16:30	End of Summit

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