

# AGENDA FOR THE EVENT



Theme	Timing	Speaker	Position	Topic
<b>Voice of the Customer</b>	09:00 - 09:15	Dr Phil Squire	Consalia CEO	According to global research project only a small % of sales people meet customer expectations
	09:15 - 09:40	Chris Burke	Executive Board Member (EBM) Previous MD RIM & CTO Vodafone	How we like to be sold to – where suppliers fail and succeed
	09:40 - 10:05	Novartis/WPP	Global Procurement Director (GPD)	Why the tension between sales and procurement?
	10:05 - 10:25	EBM, GPD, Procurement Leaders Magazine	Panel Discussion	Can suppliers partner with customers?
	10:25-10:50	Coffee & Tea		
<b>Research &amp; Applied Learning in Sales</b>	10:50 – 11:20	Professor Lynette Ryals	Sales & Marketing Cranfield University	Key Account Management – latest research on what best practice looks like – pitfalls to avoid
	11:20 – 11:50	Dr Phil Squire	Consalia CEO	4 Selling Mindsets for the Future – the transformation nature of a values a driven approach
	11:50 – 12:20	Mike Hurley	Vice President Hewlett Packard	How HP transformed its outsourcing business in three years – lessons learned: successes realised
	12:20 – 12:40	EBM Mike and Lynette	Panel Discussion	Do competency frameworks promote mediocracy? Questions for HR
	12:40 – 13:40	Networking & Lunch		
<b>Sales Transformation Changing Mindsets</b>	13:40 – 14:05	Adam Simon	MD Customer Relationships PRGX	Taking client centricity to new levels with Global Retailers
	14:05 – 14:30	Mark Hixon	Integration Director Santander	What Santander is doing to sustain sales transformation strategies through accreditation
	14:30 – 14:55	Adam & Mark	Panel Discussion	Can mindsets be changed?
	14:55 – 15:15	Coffee & Tea		
<b>Professional Practice Raising the Bar</b>	15:15 – 15:50	Michael Driscoll & Lynette Ryals	Vice Chancellor Middlesex & Professor Cranfield	There are very few opportunities for post graduate qualifications in sales – is the sales profession under supported by education?
	15:50 – 16:15	William Mills	Pre Sales Director T Systems Deutsche Telekom	Economic added value of reflective practice in sales
	16:15 – 16:45	William, Michael & Lynette	Panel Discussion	Can a performance & learning culture co-exist
	16:45 – 17:00	Dr Phil Squire	Wrap up	
	17:00 Onwards	Drinks at Corney & Barrow		



To reserve your place for this event - which is already in demand - contact the Business Development Team, Middlesex University.

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