



Middlesex University and Consalia invite you to:

SALES TRANSFORMATION: CHANGING MINDSETS



The Sales Conference of the new decade

To be held at the prestigious London Stock Exchange
Tuesday 27th April 2010 - 09.00 -17.00 followed by networking and drinks at the
Corney & Barrow.

DIGBY MORGAN

CONSALIA 
Implementing Business Strategies


Work Based Learning
at Middlesex University

A TIME TO REFLECT?

Only a top-performing sales organisation can compete competitively in today's tough marketplace and research shows that most organisations are struggling to meet the challenge. Only 10% of sales people meet or exceed customer expectations.

Middlesex University and Consalia have come together to give you the opportunity to see how your organisation can be transformed and how you can be inspired.

Sales Transformation: Changing Mindsets is a unique, high-level event bringing together speakers from major national and international corporations. They are experts in customer relations and creating and implementing sales strategies. Alongside leading academics they will initiate a highly-interactive debate to point the way to setting new standards of customer and supplier relationships.

Speakers include leading figures from Santander, Hewlett Packard, T Systems (Deutsche Telecom), Novartis, British Telecom and Cranfield University.

- The event will be thought provoking - deliberately challenging conventional wisdom.
- It will be motivational and transformational - providing new ideas grounded in academic research and proven best practice.

Join us to hear clear, practical advice on selling strategies, key account management and client centricity that can transform your sales and your organisation. Gain insights on how to improve sales by realigning strategic resources and thinking differently.

The conference is a must for all directors and senior managers with responsibilities towards sales and driving their organisations forward.

It will be followed by a full networking opportunity and drinks at the Corney & Barrow.



Tickets - just £199 (plus VAT).

Early-bird ticket price of £99 (plus VAT) for bookings received before the end of February. Refreshments and light lunch included.

To reserve your place for this event - which is already in demand - contact the Business Development Team, Middlesex University.
T: +44 (0)20 8411 5050 E: business@mdx.ac.uk W: www.mdx.ac.uk/wblconference and www.consalia.com/news/htm

CONFERENCE OBJECTIVES:

- To share and inform sales leaders of best practice in selling and procurement approaches
- Inform latest academic research and theory on selling and key account development practices
- Create an environment where those buying and selling can debate what good practice looks like
- Suggest how to raise standards for the sales profession through new approaches

THOUGHT-PROVOKING STYLE:

- Deliberately challenging conventional wisdom. It will be both motivational and transformational but grounded by academic research and sound practical application.
- Addressing burning issues -
 - Too few sales people have sufficient levels of professional skills to meet or exceed customer expectations
 - Most KAM programmes are ineffective
 - Customers are neither more satisfied, nor do they trust their suppliers more when they achieve key account status

WHO'S PARTICIPATING:

- 110 people
- 60 Sales leaders from Europe
- 20 HR leaders
- 20 Procurement specialists and or buyers
- 10 Academic and Training specialists

THE SPONSORS:

- Middlesex University – Main Sponsor
- Consalia – Main Sponsor
- Digby Morgan

AGENDA FOR THE EVENT

To download a full agenda of the event featuring speakers, times and topics, go to: www.mdx.ac.uk/wblconference

Time	Topic	Speaker	Facilitator	Topic
09:00 - 09:30	Registration			
09:30 - 09:45	City Brief	City Brief		
09:45 - 10:00	Breakfast			
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