

European Sales Conference 2018

Successful sales in the digital age

Sheraton Frankfurt Airport Hotel, April 19, 2018**Bringing tradition and digitalization together!**

Digitalization is the topic that everyone is talking about: it is now reaching every area of business, particularly sales. But what does this mean for your sales organization? How can traditional sales methods be combined with new digital approaches? How can you ensure a successful transition? How can you tell the difference between important topics and mere buzzwords? And for which areas will more traditional sales practices remain the best option?

- **Nicolas Garcia, Group Commercial Director of Coface**, uses the insurance industry as an example to demonstrate how sales excellence can be applied effectively.
- **Amadou Diallo, CEO of DHL Global Forwarding Middle East & Africa**, then sheds some light on the myths and realities of online marketplaces as the most important online sales channels and offers some suggestions on how to operate these channels.
- **Dr. Georg Welbers, Omnichannel Marketing Director of Thomas Cook**, discusses the digital maturity of different sales channels and media.
- **Georg Tacke, CEO of Simon-Kucher & Partners**, presents the results of the Global Pricing and Sales Study 2017, which focuses heavily on digitalization: How do successful companies deal with the challenges and trends of digitalization?

During the industry-specific breakout sessions, you will have the opportunity to meet Simon-Kucher experts to discuss how digitalization is changing sales in your field and share your experiences with other business representatives.

We look forward to seeing you in April!**Speakers**

Nicolas Garcia
Group Commercial Director
Coface



Amadou Diallo
Chief Executive Officer
DHL Global Forwarding
Middle East & Africa



Dr. Georg Welbers
Omnichannel Marketing
Director
Thomas Cook



Dr. Georg Tacke
Chief Executive Officer
Simon-Kucher & Partners



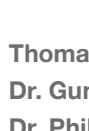
Dr. Andreas von der Gathen
Executive Vice President
Simon-Kucher & Partners



Dr. Dirk Schmidt-Gallas
Senior Partner
Simon-Kucher & Partners



Dr. Ekkehard Stadie
Senior Partner
Simon-Kucher & Partners



Thomas Beducker
Dr. Gunnar Clausen
Dr. Philipp Biermann



Dr. Clemens Oberhammer
Frank Gehrig
Jan Haemer

Simon-Kucher & Partners

Our focus is on TopLine Power®. Founded in 1985, Simon-Kucher & Partners has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. The firm has over 1,100 employees in 34 offices worldwide. Find out more at www.simon-kucher.com

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Program

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1:00 p.m.–1:30 p.m.	Arrival and welcome coffee	
1:30 p.m.–1:45 p.m.	Welcome Dr. Dirk Schmidt-Gallas	
1:45 p.m.–2:05 p.m.	Increasing B2B Salesforce Effectiveness - a Practice Report Nicolas Garcia	
2:05 p.m.–2:35 p.m.	Running an Online Marketplace: Myths and Realities? Amadou Diallo	
2:35 p.m.–3:00 p.m.	Coffee break	
3:00 p.m.–3:45 p.m.	Breakout sessions	
	Automotive Suppliers Negotiate Successfully with Purchasing Departments! Dr. Clemens Oberhammer	Digital Providers: Telcos and Energy New Sales Concepts Through Digitalization: Five Ideas in Two-minute Elevator Pitches + Your Questions = 100% Added Value Dr. Ekkehard Stadie and other experts
	Commodities More Sales and Revenue from a Market-oriented Sales Organization Dr. Dirk Schmidt-Gallas	Logistics & Business Services Selling Services to Companies: What Needs to Change? Dr. Philipp Biermann
	Consumer Goods Channel Management for Consumer Goods Manufacturers in the Digital Age Dr. Andreas von der Gathen	Software From Self-onboarding to Tender Processes: Selling Software Successfully Dr. Gunnar Clausen
	Machinery & Systems Eng., Electronics Hybrid Sales Structures at Industrial Companies in the Digital World Thomas Beducker/Andree Radloff	Insurance Well-thought-out Structures for Digital and Brick-and-mortar Sales: Winning New Customers and Expanding Existing Business Frank Gehrig
	Chemicals & Materials Turning the Customer Experience into a Competitive Advantage Jan Haemer	
3:45 p.m.–4:15 p.m.	Coffee break	
4:15 p.m.–4:45 p.m.	Assessing digital maturity – Tech, Web, and Apps? Dr. Georg Welbers	
4:45 p.m.–5:30 p.m.	Digitalization: “Think Big, Start Smart” Dr. Georg Tacke	
5:30 p.m.–5:45 p.m.	Wrap-up Dr. Dirk Schmidt-Gallas	
5:45 p.m.	Cocktails and snacks	

Registration

Save the date: April 19, 2018.

You're able to register via our portal: www.simon-kucher.com/de/events/european-sales-conference-2018

Venue

Sheraton Frankfurt Airport Hotel, Hugo-Eckener-Ring 15, 60549 Frankfurt, Tel. +49 69 69770, www.sheratonfrankfurtairport.com