



# High-Impact Sales Strategy

Driving Revenue and Profit Growth

## EXECUTIVE SUMMARY

In this comprehensive program, seasoned practitioners and thought leaders provide a deep dive into sales strategy leading practices for maximizing profitable organic growth in today's B2B selling environment.

Rapid changes in customer needs and buying behavior, coupled with increased competition for value superiority, are requiring senior executives to develop new and innovative go-to-market approaches. The result? New value proposition, sales model and customer engagement strategies that address an increasingly demanding and complex buyer landscape, while ensuring maximum cost-of-sales efficiency and effectiveness.

Designed for senior leaders, this case-based program focuses on the sales strategy decisions that most impact revenue and profit growth and precede tactical decisions related to sales force management and operations. You'll come away with a deep understanding of how to develop and implement a holistic sales strategy for maximum impact.

## NEXT STEPS

Learn more and apply  
[kell.gg/kxsalestrat](http://kell.gg/kxsalestrat)

Consult with an  
**Executive Development Advisor**  
[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)  
847.467.6018

March 2-5, 2020 // \$8,150

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.



## KEY BENEFITS

- Establish segmentations and growth priorities that result in winning sales strategies
- Modernize the sales and customer engagement process to drive differentiated value
- Create key accounts programs that maximize mutual value with your most important customers
- Design field, inside, digital and indirect sales forces and channels for strategic advantage
- Drive implementations that result in execution advantages

## WHO SHOULD ATTEND

- Chief sales officers
- Vice presidents and directors of sales, sales strategy, sales operations and sales force effectiveness
- Chief commercial officers and vice presidents of marketing, sales and strategic marketing
- CEOs of mid-market and smaller companies

# High-Impact Sales Strategy

Driving Revenue and Profit Growth

## PROGRAM CONTENT HIGHLIGHTS

### Creating a Go-To-Market Strategy

- Learn how to apply a strategic mindset to the sales function
- Understand how segmentations and growth priorities result in winning sales strategies
- Move beyond elevator pitches to create compelling B2B value propositions
- Incorporate digital into your integrated go-to-market model
- Modernize the sales process to drive differentiated value

### Optimizing Channels and Sales Force Structure for Strategic Advantage

- Review leading trends in channels mix and design
- Design field and inside sales forces
- Create a key accounts program
- Design and implement indirect channels

### Driving Transformational Change

- Identify and address critical implementation issues
- Review best practices for managing and leading transformational change

“ [This was] a very insightful program that spoke directly to many of the challenges faced by sales professionals today. The case studies and examples are applicable across multiple industries, for companies large and small.”

**VP Sales, Senneca Holdings**

## YOUR LEARNING ENVIRONMENT

The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.



## NEXT STEPS

Learn more and apply

[kell.gg/kxsalestrat](https://kell.gg/kxsalestrat)

Consult with an Executive Development Advisor

[execed@kellogg.northwestern.edu](mailto:execed@kellogg.northwestern.edu)

847.467.6018

## THE FACULTY

### Mike Moorman

Academic Director; ZS Managing Principal, Sales Business Area; Global Practice Leader, B2B Sales Strategy and Transformation

### Michael Ahearne

Principal, ZS; CT Bauer Chair in Marketing at the University of Houston; Executive Director, Sales Excellence Institute

### John DeSarbo

ZS Principal, Sales Channel Strategy and Management

### Rodolfo Luzardo

ZS Principal, Go-to-Market Strategy and Transformation

*Please note: Faculty is subject to change.*

For this program, Kellogg assembled a dynamic team of highly experienced sales executives, educators and strategic thinkers to guide you through highly focused content. As practitioners and teachers, they will help you gain the knowledge and insight needed to transform your sales organization into an engine of growth.

# High-Impact Sales Strategy

## Driving Revenue and Profit Growth

**ACADEMIC DIRECTOR:** Mike Moorman

### SAMPLE SCHEDULE

	DAY 1	DAY 2	DAY 3	DAY 4
<b>MORNING SESSIONS</b>		<b>Applying a Strategic Mindset to the Sales Function</b> Luzardo	<b>Leading Trends in Channels Mix and Design</b> DeSarbo	<b>The Other 80% - Implementation Issues and Insights</b> Moorman
		<b>Case Study Groups</b>  <b>Segmentation and Growth Priorities</b>  <b>Case Discussion</b> Luzardo	<b>Sales Force Design for Strategic Advantage</b>  <b>Case Study Groups</b> Moorman	<b>Panel Discussion and Wrap-Up</b> Moorman, Ahearne, DeSarbo, Luzardo
<b>LUNCH</b>				
<b>AFTERNOON SESSIONS</b>		<b>Case Study Groups</b>  <b>Retooling for Digital Headwinds</b> Ahearne	<b>Case Group Discussion</b>  <b>Key Account Management</b> Moorman	
	<b>Course Intro</b> Moorman  <b>Cases Introduction &amp; SFE Navigator</b> Ahearne & Luzardo	<b>Modernizing the Sales Force Process to Drive Differentiated Value</b>  <b>Case Discussion</b> Luzardo	<b>Indirect Channels Design for Strategic Advantage</b> DeSarbo	
<b>DINNER</b>				
<b>EVENING SESSION</b>	<b>Free Evening</b>	<b>Free Evening</b>	<b>Free Evening</b>	

#### NEXT STEPS

Learn more and apply

[kell.gg/kxsalestrat](http://kell.gg/kxsalestrat)

Consult with an Executive Development Advisor

[execed@kellogg.northwestern.edu](mailto: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.