

NEMRA EXECUTIVE DEVELOPMENT PROGRAM

NOVEMBER 28-30, 2017

Time	Tuesday, Nov .28	Wednesday, Nov. 29	Thursday, Nov. 30
8:30-11:45	<p>8:30am-9:00am</p> <p>Welcome and Introductions</p> <p>The Strategic Mindset of Successful Selling</p> <p>Craig Wortmann</p>	<p>Go to Market Strategy for Advantage</p> <p>John DeSarbo</p>	<p>Influence Without Authority</p>
11:45-1:00	Lunch	Lunch	Lunch
1:00-4:15	<p>Winning Value Propositions in Business Markets</p> <p>Richard Kolsky</p>	<p>Optimizing Sales Force Design for Performance</p> <p>Marshall Solem</p>	<p>Communicating with Impact at a Moment's Notice</p> <p>Craig Wortmann</p>
4:30-6:00	<p>Reflection and Challenge Working Group</p>	<p>Reflection and Challenge Working Groups</p>	<p>4:30m-5:00pm</p> <p>Summary Reflection & Close</p>

* Dinner activities among the group TBD by NEMRA

Topic Themes and Session Descriptions

Theme: Driving Superior Sales Force Effectiveness

- Go-to-Market Strategy for Advantage
- Optimizing Sales Force Design for Performance

Theme: Raising the Bar on Relationships

- (Collaborating on) Winning Value Propositions in Business Markets
- Influence Without Authority

Theme: Being a High Impact Sales Professional

- The Strategic Mindset of Successful Selling
- Communicating with Impact at a Moment's Notice

The Strategic Mindset of Successful Selling (C. Wortmann)

- One of the things that separate high performing salespeople from the rest is how they approach the process of selling. High performers earn the right to ask tough questions very quickly, and they listen very closely for the 'little things' upon which strong relationships are built. Then, they go above and beyond for clients and prospects in a way that makes them magnetic. This workshop explores these critical skills and disciplines in a way that makes them actionable and applicable...today.

(Collaborating on) Winning Value Propositions in Business Markets (R. Kolsky)

- A persuasive value proposition earns a manufacturer rep the chance to engage the customer in a conversation about its market offering, with the aim of convincing the customer of its value and to accept the solution. This session focuses on how manufacturers and reps can work together closely to better understand their customers' pain points, collaborate on solution opportunities and agree on roles in execution, all with an eye to set themselves apart from their competitors in crafting solutions-based value propositions that customers will find persuasive.

Go-to-Market Strategy for Advantage (J. DeSarbo)

- B2B industry leaders are increasingly utilizing multiple sales channels to expand market coverage and increase customer acquisition and retention. While more sophisticated go-to-market strategies can lead to profitable revenue growth, these strategies are often fraught with challenges. Too often the introduction of a new direct or indirect sales channel leads to sub-par productivity, destructive channel conflict and missed growth expectations. In this session, participants will learn how to avoid these pitfalls and take a data-driven approach to channel strategy and management. We will explore the key trends and issues shaping B2B channel strategy and discuss how firms should define their ideal channel mix. Participants will explore how industry leaders design, develop and manage productive and scalable sales channels and build channel partner loyalty. Session participants will have the opportunity to apply the theory and frameworks presented in the session in an engaging case that examines whether a technology manufacturer should utilize independent agents to launch a new product offering in an under-penetrated market segment and explores how to manage potential channel conflict.

Optimizing Sales Force Design for Performance (M. Solem)

- Across all industries, sales leaders are rethinking their sales strategies to capitalize on growing market opportunities and address rapidly changing customer buying behaviors. More than ever, industry leaders are focused on the integral role that sales force effectiveness (SFE) plays in executing an effective go-to-market strategy. Many firms have an opportunity to gain competitive advantage by taking a fresh approach to market segmentation and by building and deploying a high performing sales organization that is enabled to reach and engage target buyers and influencers. In this session, participants will be introduced to a framework for thinking about the key drivers of sales force effectiveness. Participants will learn how to apply the framework to prioritize and address various sales productivity issues they face. Beyond the general SFE framework, three SFE drivers critical to optimizing market coverage will be explored in greater detail: customer segmentation, sales force sizing, and deployment.

Influence Without Authority (N. Pearce, L. Nordgren, or B. King)

- How can you exert influence when you lack formal authority? The goal of this session is to provide leaders with research-based, practical insights into how to influence individuals and groups without relying on formal authority to force compliance. This session examines the psychological and behavioral factors that motivate people to respond favorably to our influence attempts, and offers practical strategies for how to structure social interactions to gain influence and how to persuade others to change their thoughts, emotions, and behaviors.

Communicating with Impact at a Moment's Notice (C. Wortmann)

- Like meetings, most of a person's professional career is spent in conversations. When networking and selling, there is a specific type of conversation that must be prepared to have in order to get into – and out of – sales conversations effectively. During this session, the participants will explore questions such as: (1) What is your "Sales TrailerSM" (2) How do you shift gears in conversation? (3) How does silence translates into power? (4) What if it turns out that this is not a person you should be talking to... What then?

Reflection and Challenge Working Groups

- To facilitate application of program concepts, participants will be asked to identify key takeaways from their learning and will engage in small group discussion on a specific problem that they are facing in their business. Through these sessions, participants will develop specific game plans to approach challenges and opportunities faced.
 - Brief Statement of the Topic: Opportunity or Problem to Address
 - Why the Opportunity/Problem is Important to the Company
 - Enablers/Barriers to Capturing the Opportunity or Solving the Problem
 - Desired Outcome