



# Sales Summit Day One

April 24th, 2024 MAIN STAGE

**MAIN STAGE**

## 08:30 Entry

The doors open at 08:30 am - so you can start networking over your first coffee or find yourself a good seat.

**MAIN STAGE**

## 09:15 Opening

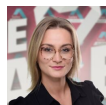
Opening of the event with a warm welcome from the organizers.



**Helena Baras**  
*Sales Summit*



**Selina Meyer**  
*Sales Summit*



**Katharina Parade**  
*Sales Summit*

**MAIN STAGE**

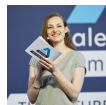
## 09:30 Digital transformation in classic sales: Innovative strength for lasting success

Learn how targeted digitalisation and the use of artificial intelligence in field sales can bring traditional sales into the modern era. With innovative approaches such as the Perfect Store model and the use of digital tools, we lay the foundation for a successful future and pave the way for data-driven management. Find out how customer service can be optimised by leaving the known paths and having the courage to innovate, while at the same time increasing efficiency.



**Lars Hamann**  
*Rotkäppchen-Mumm*

*Host*



**Inken März**  
*Sales Summit*  
*Moderation*

**MAIN STAGE**

## 10:00 Coffee break

Enjoy coffee and breakfast and establish new contacts with the attendees and exhibitors of the Sales Summit.

## MAIN STAGE

### 10:30 **Women's Talk: Empathie im B2B Sales**

More successful with empathy?

Sales people are actually cold-hearted, calculating and only see the next deal. Why empathetic sales and "The Art of Connecting" are success factors in sales.



**Katja Rossel**  
*Business from the Heart*



**Katharina Messner**  
*Qinshift*

*Host*

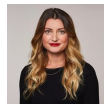


**Inken März**  
*Sales Summit Moderation*

## MAIN STAGE

### 11:00 **The link between marketing and sales**

What does it take for successful collaboration between marketing and sales, and what are the challenges?



**Arbresha Zymeri**  
*Immowelt*



**Falko Richtberg**  
*Nestlé Waters Deutschland*



**Peter Lingner**  
*De Lage Landen International (DLL)*



**Josef Elsperger**  
*Infoniqa*

*Host*



**Jennifer Alves**

## MAIN STAGE

### 11:45 Sales leader panel

Heads of sales in medium-sized companies and large corporations discuss the current sales perspectives and challenges in their respective industries.



**Julia Heyde**  
*Dentsply Sirona*



**Jasmin Sanger**  
*Event Inc*



**Annegret Willems**  
*dpa*



**Julian Berzbach**  
*Ad Alliance*



**Bastian Laudien**  
*Heise Medien*

*Host*



**Christopher Held**  
*WinSales Consulting*

## MAIN STAGE

### 12:30 Lunch break

Enjoy the food while making establish new contacts with attendees and exhibitors of the Sales Summit.

## MAIN STAGE

### 13:45 Sales Summit Startup Awards

Here you will get to know innovative startups that present their smart and new solutions for digital innovations in sales. The best three will receive a Sales Summit Startup Award - you vote!



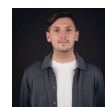
**Alexander Bauer**  
*UMNION®*



**Ovidiu Ursachi**  
*masernet*



**Dominik Witt**  
*PHAINA*



**Lukas Guth**  
*acto*

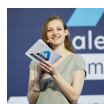


**Gerald Zankl**  
*Kickscale*



**Dennis Ollig**  
*camp3*

*Host*



**Inken Marz**  
*Sales Summit  
Moderation*

## MAIN STAGE

### **14:30 War for Talent**

Sales teams want to continue to grow strongly in 2024 and are struggling to attract new employees. Numerous approaches and procedures try to support managers in this: Employer branding, tools or external service providers. What are the successes and no-goes in sales recruiting?



**Daniela Bojahr**  
*ECDB*



**Claas van Delden**  
*yoummday*



**Sarah Jochimsen**  
*Growth Mastery*

*Host*



**Dr. Jens Hutzschenreuter**  
*Digital Business Group*

## MAIN STAGE

### **15:15 Coffee break**

Enjoy some coffee and cake and establish new contacts with the attendees and exhibitors of the Sales Summit.

## MAIN STAGE

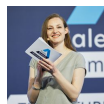
### **16:00 Hybrid sales - what is it? The transparency that sales doesn't like**

What exactly is meant by the term hybrid sales? Can I still go to the customer or do I just sit behind the camera?  
What is different today than yesterday? Why is everyone talking about conversion rates and where do the figures come from?  
How many appointments do I have tomorrow? Is it a first, follow-up or closing appointment? Why does everyone know how many appointments I need to close a deal?  
And why is that even important?  
And what exactly has changed in the process? What does marketing do and what am I still or no longer responsible for?



**Heike Seltmann**  
*CWS Workwear International*

*Host*



**Inken März**  
*Sales Summit Moderation*

## MAIN STAGE

### 16:30 Sales in transition

What will the sales teams of the future look like? What are the new challenges and what is needed for continued successful collaboration?



**Alena Fuchs**  
Carl Kühne



**Philip Cichy**  
Feddem

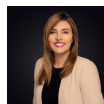


**Justus Krüger**  
Forenom



**Holger Jacobsen**  
Google

Host



**Olimpia Hordynski**  
Women in Sales  
Network

## MAIN STAGE

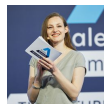
### 17:15 AI against German Angst

Can we in Germany still afford to put the topic of artificial intelligence on the back burner? Whether SMEs or enterprises - everyone should push ahead with transformation and digitalization with AI as quickly as possible. Trial and error is the order of the day. Smaller projects can be implemented in any company using AI - tomorrow. The presentation shows how ProSiebenSat1's sales house, Seven.One Media, has used AI in sales processes and creative workflows and what insights have been gained.



**Michael Held**  
Seven.One  
Entertainment Group

Host



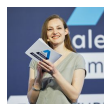
**Inken März**  
Sales Summit  
Moderation

## MAIN STAGE

### 17:45 Main Stage Speaker Award Ceremony

The top three speakers from our Main Stage will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.

Host



**Inken März**  
Sales Summit  
Moderation

## MAIN STAGE

### 18:00 Sales Summit AFTERSHOW LOUNGE

Networking, drinks & music for all participants



# Sales Summit Day One

April 24th, 2024 MASTERCLASSES

## **MASTERCLASSES 08:30 Entry**

The doors open at 08:30 am - so you can start networking over your first coffee or find yourself a good seat.

## **MASTERCLASSES 10:00 The robots take over: Digital order processing of tomorrow**

Find out how you too can process your incoming customer orders and enquiries fully digitally tomorrow.

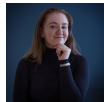
With the latest RPA and AI technology.  
Supported by intelligent assistants.  
Efficient, error-free and even fully automated.  
Make confident decisions with a 360-degree view.  
Increase your efficiency by up to 50%.  
Gain time for the essentials!  
Improve your customer experience.

With AFI Order, one of the many solutions from AFI Solutions, the leading solution provider for digitisation and optimisation of document processes around SAP, you can do the same.



**Thomas Rundel**  
*AFI Solutions*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

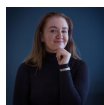
## **MASTERCLASSES 10:15 Quo Vadis Field Service - Current Planning Practice and Trends in Sales Management**

How is the strategic role of territory planning changing? We present the results of our latest territory planning study - complemented with our observations on the challenges and trends in sales management.



**Markus Frank**  
*GfK GeoMarketing*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

## **MASTERCLASSES 10:30 The New Keys to Sales Success - Enablement, AI, and Customer Delight**

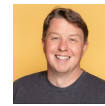
In today's rapidly evolving sales landscape, success hinges on embracing new strategies and technologies. The traditional sales playbook is being rewritten, with enablement, artificial intelligence (AI), and customer delight emerging as the critical keys to unlocking revenue growth.

Sales enablement equips teams with the right skills, knowledge, and tools to drive productivity and performance. AI augments human efforts by automating tasks, providing data-driven insights, and enhancing customer interactions. However, at the core lies customer delight - delivering exceptional experiences that build loyalty and advocacy.

This powerful combination empowers sales professionals to navigate complexities, personalize engagements, and create value that resonates with modern buyers. Mastering these new keys to sales success is essential for organizations to gain a competitive edge and thrive in the digital age.



**Karl-Philippe Clément**  
*RIB Software*

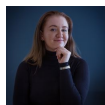


**Chris Book**  
*commercetools*



**Lucas Welch**  
*Highspot*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

## **MASTERCLASSES 11:00 Coffee break**

Enjoy coffee and breakfast and establish new contacts with the attendees and exhibitors of the Sales Summit.

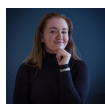
## **MASTERCLASSES 11:30 Negotiation poker: look your counterpart in the cards**

Winning an order and achieving good margins at the same time? This is possible if salespeople recognise the negotiating tactics of buyers and customers - often supposedly minor details - as such and react appropriately. Heiko van Eckert shows how it is even possible to turn the tables and play the other party's cards in your favour. After all, deals are not only won at the table, but only with the best preparation, knowledge of the rules and a feel for the tricks of the trade.



**Heiko van Eckert**  
*Heiko van Eckert*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

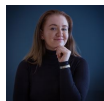
## **MASTERCLASSES 12:00 Why your CRM is no longer enough for your CX journey**

Your customers and their behavior are changing at least as quickly as today's technology. That's why a CRM system is no longer enough for many companies - more is needed to build a high-quality CX journey. But how can you do this? Our customer Wattline shows how! In our presentation, we will show you the building blocks you need for your digitalized CX journey.



**Natalie Söll**  
*ZOHO Premium  
Partner*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

## **MASTERCLASSES 12:30 Lunch break**

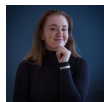
## **MASTERCLASSES 13:30 How AI is revolutionising sales!**

With the rapidly advancing integration of AI into CRM systems, the optimization of sales processes reaches a new level. Employees not only receive support for their extensive communication tasks through the system. The AI also researches customer information, provides analyses, predicts sales opportunities, automates routine tasks, and even handles complex sales tasks. Based on specific use cases, the presentation will illustrate what artificial intelligence means, how it works and what it can achieve in sales.



**Ralf Selzer**  
*ORBIT IT-Solutions*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*



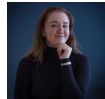
## **MASTERCLASSES 14:00 Why AI will be indispensable in sales in the future**

Every ten years or so, a technological tidal wave sweeps through our lives and changes our behaviour and processes. Currently, it is generative artificial intelligence (AI) that promises to redefine the world of sales. In this talk, Antoine Richert from Showpad will demonstrate how AI is changing buying behaviour and how sales teams can take advantage of the technology to improve their workflows.



**Antoine Richert**  
*Showpad*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

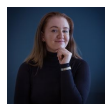
## **MASTERCLASSES 14:15 Identifying relevant leads with AI and signal recognition**

AI and machine learning make it possible to decode the story behind the data. Integrated into a sales intelligence solution with access to over 2,000 verified press and business databases, this represents a revolution in sales work for B2B sales. GENIOS INSIGHTS visualises the networked information in dynamic dashboards so that correlations can be recognised and new sales opportunities and leads identified. The result is a superior sales strategy based on unique insights into customer needs, industry challenges and market dynamics.



**Franziska Keil**  
*GBI-Genios*

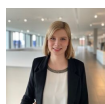
*Host*



**Carolina Bräuninger**  
*Girl in Sales*

**MASTERCLASSES 14:30 Customer focus and omnichannel strategy:  
Hörmann sets standards for sustainable success**

In a time of rising customer expectations and continuous changes in the digital landscape, it is crucial for companies to develop innovative strategies in order to successfully compete in the market. Hörmann, as an industry leader, aims not only to meet current customer needs, but also to ensure long-term success through future-oriented solutions. See how Hörmann, together with Axians and their SAP CX experts, is setting new standards in customer orientation and omnichannel strategy and achieving sustainable success.

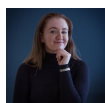


**Melina Göwert**  
Hörmann



**Lennard Eichler**  
Hörmann

*Host*



**Carolina Bräuninger**  
Girl in Sales

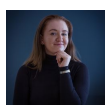
**MASTERCLASSES 14:45 Sales revolution through AI and apps: strategies for tomorrow**

In a rapidly changing world where AI and mobile apps are redefining sales, companies are at a turning point. Artificial intelligence is analysing customer data and adapting sales strategies in real time, while mobile apps are creating direct customer engagement to better understand and meet their needs. These technological advances open up additional ways for sales teams to engage more frequently with potential or existing customers. In marketing, they promote customer loyalty and up- and cross-sell opportunities. Discover the key components for successful sales with AI in your organisation.



**Lukas Czarnecki**  
NanoGiants

*Host*



**Carolina Bräuninger**  
Girl in Sales

**MASTERCLASSES 15:15 Coffee break**

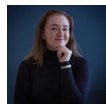
## **MASTERCLASSES 15:45 Unlocking Growth with GenAI Technology and Deep Sales**

We will explore how GenAI technology is transforming B2B selling by enabling a deep sales approach that focuses on identifying high potential accounts, key buyers, and hidden allies. We will discuss the challenges of B2B selling in today's market, including declining conversion rates and deal sizes, and how deep sales can help overcome these challenges. We will also examine the role of sales efficiency and how Sales Navigator users have saved 15% of their time each week in research-related activities. Finally, we will explore the benefits of using AI and sales intelligence tools to identify high potential accounts and exceed your quota.



**Olga Froestl**  
*LinkedIn Sales Solutions*

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

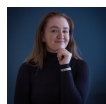
## **MASTERCLASSES 16:15 Sales success: Why passion is just the beginning!**

In this masterclass, participants will learn that passion is only the beginning of sales success. We shed light on typical start-up difficulties, offer solutions and present success stories to illustrate the path to sales success.



**Fatma Dabbach**  
*myflexbox*

*Host*

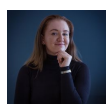


**Carolina Bräuninger**  
*Girl in Sales*

## **MASTERCLASSES 16:30 Masterclasses Speaker Award Ceremony**

The top three speakers from our Masterclasses will be honored. You decide which speakers you found particularly inspiring, charismatic and innovative. Voting will take place using our app. Access is via your ticket code.

*Host*



**Carolina Bräuninger**  
*Girl in Sales*

## **MASTERCLASSES 18:00 Sales Summit AFTERSHOW LOUNGE Networking, drinks & music for all participants**