

Asia's first and only strategic sales conference for executive-level decision makers focusing on social selling, agile selling, sales-marketing integration and predictive intelligence.

# SALES TRANSFORMATION SUMMIT ASIA









Main Conference: **15th and 16th September 2015**

Post-Conference Workshops: **17th September 2015** ▪ Venue: **Grand Copthorne Hotel, Singapore**

**LEADING YOUR BUSINESS TO INCREASE SALES THROUGH CUSTOMER-CENTRIC STRATEGIES, NEXT GENERATION TOOLS & PREDICTIVE PROCESSES**

## OUR HEADLINE SPEAKERS INCLUDE:

						
<b>Rodahl Leong-Lyons</b> Vice President of Sales Operations, Asia Pacific	<b>Dr. Alok Bharadwaj</b> Senior Vice President, Corporate Strategy Group, South & South East Asia	<b>Peter Plaisance</b> Commercial & Business Development Director (ASEAN + India)	<b>Raghunandan Mohapatra</b> Executive Director & Global Head Portfolio Strategy	<b>Anthon Ivarsson</b> Global Head of Commercial Transformation	<b>Vineet Dutt</b> Regional Commercial Manager	<b>Neo Chowyang</b> Sales & Marketing Excellence Director

## HIGHLIGHTS FROM OUR POWER-PACKED PROGRAMME:



**Real-life examples, case studies & best practice sessions featuring 20+ senior expert speakers from Fortune 500 companies across industries in APAC:**



**Credit Suisse** will speak on how to matter to your customers via opportunity-centric & agile selling



**Symantec** will highlight how simplifying is the key to process optimization



**L'Oréal** will show how you can identify, inspire and nurture sales leaders to lead a cross-cultural, cross-functional and cross-generational team



**DHL** will shed insights on unifying your sales, marketing & customer service for enhanced efficiencies



**UBS** will demonstrate how to adopt big data & analytics in your sales process to enable data-driven salesforce & territory planning



**Dynamic roundtable discussions led by hand-picked experts for accelerated networking, deeper conversation and easier sharing**



**Hands-on, in-depth workshops led by sales experts on transforming sales tools, processes and people.**

“There is indeed no business without selling. Sales capabilities continue to be the most sought after enablers as we seek competitive advantage. There is so much to understand and transform for all businesses as the customer and the industry eco-system are both undergoing rapid changes. So happy to see rich futuristic agenda that has been put forth by Sales transformation Asia 2015. Eagerly looking forward to it”

**Dr. Alok Bharadwaj**  
Senior Vice President,  
Corporate Strategy Group,  
South & South East Asia,  
**Canon Singapore Pte Ltd**



Dear Colleague,

Over the last few years, sales has transformed from cold calling and door-to-door sales to a hugely complex and sophisticated discipline.

Today, buyers are highly-informed, socially-empowered, and hard-to-impress, and they resist interruption and pre-fabricated inauthenticity. Recent studies show that customers 71% are more likely to make a purchase based on social media referrals – which means they would rather listen to strangers than advertisements! How do sales leaders transform their sales process and equip their sales force into an agile, dynamic and customer-centric one? How does a sales leader leverage on the right technologies to create greater value?

Furthermore, with market uncertainties and the economic slowdown, how do sales leaders execute salesforce and territory planning for the next year? How does one make proactive, not reactive decisions to fuel predictable growth?

**Sales Transformation Asia** will bring you first-hand insights from 20+ cross-industry experts as they walk you through the strategies they have employed to in terms of people, process, and technologies to revolutionize the way they have done sales. It's time to transform the sales profession from a strategic level – from requirement-fulfilling to change-making. Be part of this cutting-edge conversation, come and find out from experts and sales mavericks on what the next big step is for sales!

Do not miss this chance to network with local and regional experts, forge new relationships across industries, and equip yourself with knowledge and skills to drive your organization's transformation towards sustainable and accelerated growth.

I look forward to meeting you at this exciting event in September.

"It's not just doing old things better, but doing them differently."



Warm regards,  
**Joyce Lee**  
Conference Producer  
**Sales Transformation Asia**

## 5 Exciting Themes to Shake-up Your Sales Paradigm:

1

### Next Generation Selling

What is all this social selling hype about? Is it a must-have or just a nice-to-have? Find out as **LinkedIn**, **DHL**, and **Standard Chartered** and share on next generation channels, social selling, and tools that can drastically improve your ROI.

**LinkedIn**



**Standard Chartered**

**Canon**



### Selling in Asia: Negotiating Cultural Contexts and Entering New Markets

Asia presents a golden opportunity with its untapped potential, but is also enigmatic and unpredictable. Learn go-to-market strategies from **Hyundai** and **Canon**, and others who have entered various emerging and mature Asian markets and flourished.

2

3

### From Salesman to Thought Leader: Redefining the Role of Sales Through Talent Development

How do you attract and build a robust sales team? How do you keep track, motivate, and evolve your talent? And is your best sales person necessarily your best sales manager? **L'Oreal** and **Lastline** give insight on elevating the sales profession to move from hard-selling to value-impacting, from money-maker to change-maker.

**L'ORÉAL**  
**lastline**



### Transforming Your Sales Process: Sales-Marketing Integration & Customer-Centric Agility

How do I design and implement end-to-end sales discipline and excellence? The need to eradicate the silos between sales, marketing and customer service is increasingly crucial to an efficient business process. Learn from **Symantec**, **Damco**, and **Emerson Process Management** on how to optimise your end-to-end sales processes, simplify sales excellence, and manage change across local and global scales.

4

5

### Understanding Tomorrow's Conversation: Make Proactive, Not Reactive Decisions

How to cut through the hype and complexity of big data? How do you target who you should be talking to? How can you leverage on data for your salesforce and territory planning? Find out what industry leaders at **UBS AG** and **Fraunhofer IDM@NTU** are doing to build a strong, data-driven sales process to fuel predictive growth.



**Fraunhofer**  
IDM@NTU

18+

**CASE STUDIES AND REAL-LIFE EXAMPLES FROM SALES LEADERS IN BFSI, TECHNOLOGY, TELCOS, CONSUMER GOODS, MANUFACTURING & LOGISTICS INDUSTRIES**

# MEET THE SPEAKERS



**Anthor Ivarsson**  
Global Head of Commercial Transformation  
**Damco/Maersk Logistics**



**Neo Chowyang**  
Sales & Marketing Excellence Director  
**Emerson Process Management**



**Matthieu Vermeulen**  
Director Marketing Efficiency Solutions  
APAC, **DHL**



**Dr. Alok Bharadwaj**  
Senior Vice President, Corporate Strategy  
Group, South & South East Asia  
**Canon Singapore Pte Ltd**



**Vineet Dutt**  
Regional Commercial Manager  
**Hyundai Industries**



**Ben Vella**  
Head of Business Development, Global  
enterprise and services, **Telstra**



**Peter Plaisance**  
Commercial & Business Development Director  
(ASEAN + India), **L'Oreal Singapore**



**David Ong**  
Executive Director, Head of Business Insights,  
**UBS AG**



**Raghunandan Mohapatra**  
Executive Director & Global Head  
Portfolio Strategy, **Standard Chartered**



**Han Sin Chia**  
Director Sales Operations Asia Pacific  
and Japan, **Symantec**



**Lawrence Ang**  
Regional Vice President,  
**Lastline, Inc.**



**Rodahl Leong-Lyons**  
Vice President of Sales Operations,  
Asia Pacific, **Hyatt Hotels Corporation**



**Joseph Toh**  
Head of Strategy APAC Information  
Technology, **Credit Suisse**



**Dr Antonio Feraco**  
Head of Business Development  
**Fraunhofer IDM@NTU**



**Vicky Skipp**  
Solution Sales APAC and Japan, **LinkedIn**



**Stephanie Lee**  
Sales director, **FCM Travel Solutions**



**Emma Boyd**  
Principal, MD, Founder, Sales Hunter,  
**Bright Tiger Pte Ltd**



**Stephan Luecke**  
Global Vice-President of Business  
Development, **AIESEC**

## WHO WILL YOU MEET?

**80**  
Senior Level  
Decision Makers

**20+**  
Speakers

### JOB TITLES:



- C level, Managing Directors, General Managers, VPs
- Global and Regional Heads
- Heads of Sales, Marketing, Sales Excellence, Sales Enablement, Strategic Sales, Enterprise Sales
- Sales and Marketing Managers
- Head of Business Insights, Head of Sales Analytics

### INDUSTRIES:



- BFSI
- Technology
- Telco
- Logistics
- Manufacturing
- Pharmaceutical
- Consumer Goods
- Travel & Hospitality
- Professional Services

# CONFERENCE DAY ONE

Tuesday, 15th September 2015



8:20 **Morning Refreshment and Registration**

9:00 **Opening Remarks from the Chairperson**

**Emma Boyd**, Principal, MD, Founder, Sales Hunter,  
**Bright Tiger Pte Ltd**

9:10 **The Sales Aspiration: Changing Gears or Staying the Course?**

CASE STUDY

You may not be saving lives, but as a sales leader, what you do everyday that can make or break your organisation – be it people, process or technology. Which doors should you shut or open? How do you close the gaps between your long-term goals and current, fluctuating demands? In this thought-provoking keynote, award-winning “sales techie” Rodahl gives fresh perspectives from her 24 years of sales excellence in the US and APAC:

- Evolving a sustainable solution that thrives in the local environment
- Working in the grey: are we comfortable with that and how to harness it?
- Do you use technology to mandate behavior or use behavior to evolve technology?
- Delivering content that has a high level of engagement, leading to trust, loyalty and productivity
- Maximising your greatest privilege: inspiring people under you – professionally & personally
- Non-conformists: guide them to the right direction or should we be following them instead?

**Rodahl Leong-Lyons**, Vice President of Sales - Asia Pacific,  
**Hyatt Hotels Corporation**

## SALES 2.0

9:50 **From Cold Calls to Warm Conversations: Growing your ROIs Exponentially through Social Selling**

- The evolution of sales – why referrals triumph advertisements
- Social selling meets social buying
- Easy steps to get started on your own social selling Journey
- Case studies of successful social selling companies

**Vicky Skipp**, Head of Sales Solutions Asia Pacific & Japan,  
**LinkedIn**

10:30 **Morning Break and Networking**

11:00 **Accelerating Growth through Social Selling: Must-Have or Nice-to-Have?**

PANEL DISCUSSION

- What social selling means in B2Cs vs B2Bs
- How should I design my strategy given the nature of my industry?
- Measuring ROI and success metrics
- The sales and marketing manager's role in social selling
- Personal prospecting tools vs. integrated organizational strategy

Panelists:

**Stephan Luecke**, Global Vice-President of Business Development, **AIESEC**

**Ben Vella**, Head of Business Development Global Enterprise & Service, **Telstra**

11:40

CASE STUDY

**Emma Boyd**, Principal, MD, Founder, Sales Hunter,  
**Bright Tiger Pte Ltd**

**Matthieu Vermeulen**, Director Marketing Efficiency Solutions APAC, **DHL**

**The Future of Distribution Channels: Mix Management for a Buyer 2.0 World**

- Integrating, not replacing: sales 2.0 channels (social and digital) and traditional channels
- Structuring your sales distribution model mix (tele-sales, digital, mobile, face-to-face) to harvest maximum value
- Catering to specific industries, markets, generations, and cultures
- Resource and salesforce planning and allocation

**Raghuandan Mohapatra**, Executive Director & Global Head Portfolio Strategy, **Standard Chartered**

12:20

ROUNDTABLE SESSION

**Social Selling Strategies and Sales Intelligences for Next Generation Sales**

Kick-start your social selling journey with practical tips and insights into enabling technologies with one of our four interactive roundtable topics:

- Selecting the right platforms
- Content curation and development
- Constant, consistent identity and personal branding
- Real-time engagement
- Maximizing research capabilities and referral selling
- Customizing social selling strategies into existing systems
- Tools to effectively share and collate prospects and track leads
- Measure campaign to cash – from social media to ROIs

**ROUNDTABLE A**

**Social Selling for B2Bs**

**Emma Boyd**, Principal, MD, Founder, Sales Hunter,  
**Bright Tiger Pte Ltd**

**ROUNDTABLE B**

**Social Selling for B2Bs**

**Matthieu Vermeulen**, Director Marketing Efficiency Solutions APAC, **DHL**

**ROUNDTABLE C**

**Social Selling for B2Cs**

**ROUNDTABLE D**

**Social Selling for B2Cs**

13:00

**Lunch**

## SELLING IN ASIA

14:00

CASE STUDY

**Understanding the Asian Consumer: Negotiating Cultural Incompatibilities and Engaging New Markets**

- Seek to understand first – personality vs process
- Think global, act local – equip your team with contextual knowledge
- Stay relevant in the economic slow-down by overcoming barriers to entry and decision-making
- Customised and focused approach – target audience and segment
- Training your sellers on how to have a conversation
- Maximizing on existing Internet penetration for maximum channel reach

**Vineet Dutt**, Regional Commercial Manager,  
**Hyundai Industries**



# CONFERENCE DAY ONE

Tuesday, 15th September 2015

14:40

ROUNDTABLE SESSION

## Entering Emerging & Mature Asian Markets: Is it Worth Your While and How to go about it?

As a melting pot of diverse and relatively un-penetrated markets, selling to Asia is extremely rewarding and highly unpredictable. Join one of our roundtable sessions below and find out from those that have successfully flourished in the following markets in regard to:

- Go-To Market strategies (B2Bs vs B2Cs)
- Dealing with risk elements
- Local vs imported salesforce
- Decision-making criteria
- Negotiating government regulations

### ROUNDTABLE A

#### North Asia - Mature Markets

**Anthion Ivarsson**, Global Head of Commercial Transformation, **Damco/ Maersk Logistics**

### ROUNDTABLE B

#### South-East Asia - Emerging Markets (Cambodia, Myanmar, Laos)

**Vineet Dutt**, Regional Commercial Manager, **Hyundai Industries**

### ROUNDTABLE C

#### South-East Asia - Rising Economies

**Peter Plaisance**, Commercial & Business Development Director (ASEAN + India), **L'Oreal**

### ROUNDTABLE D

#### South Asia (India, Sri Lanka, Pakistan)

**Dr. Alok Bharadwaj**, Senior Vice President, Corporate Strategy Group, South & South East Asia, **Canon Singapore Pte Ltd**

15:20

## Afternoon Break and Networking

## SALES LEADERSHIP AND TALENT MANAGEMENT

15:50

CASE STUDY

## Building Your Stellar Sales Team: Attracting and Developing Sales Leadership and Capability

- Smart recruitment & allocation: identifying positions according to best-fit personality/skills
- Managing & understanding a cross-functional, cross-cultural, cross-generational sales team
- Empowering your team for flexible innovation with the changing buyer world
- Talent evolution: having the right processes to define and measure KPI's
- Is your best sales person necessarily your best sales manager?

**Peter Plaisance**, Commercial & Business Development Director (ASEAN + India), **L'Oreal**

16:30

## Utilizing Analytics-based Insights to Drive High Performance, Increase Motivation and Reduce Turnover

- Using profiling to identify if potential hires will be high performers
- Complement strategy with science to recognise and replicate sales behaviors
- Measure the competencies, behaviors and personality traits of a company's top-performers
- Design, prioritise, and implement targeted improvement programs to close effectiveness gaps
- Tailor-made compensation and motivation systems that minimise attrition - make high turnover an anomaly not a norm!

**Dr Antonio Feraco**, Head of Business Development, **Fraunhofer IDM@NTU**

17:10

## From Salesman to Thought Leader: Redefining the Role of Sales (What Makes A Sales Job Attractive?)

How do you change the way that your sales force view themselves – from pesky money-makers to change ambassadors, from hard-selling to value-imparting, from pitching to storytelling?

- Elevating sales profession through knowledge, influence, research
- Re-examine how sales is defined in your company and maximise their full capabilities
- Motivating your team through organisational culture of trust and transparency
- Reframe your language - connecting them with a noble purpose, fostering loyalty and performance
- Create rapport between leadership (c-suite) and your sales people

**Lawrence Ang**, Regional Vice President, **Lastline**

17:50

## Closing Remarks from Chairperson

**“Learning the nuances of local markets and emerging competition are vital in determining how to best approach a clear strategy... Sales Transformation Asia is a perfect opportunity to engage, learn and share how best to make it happen.”**

**Peter Plaisance**, Commercial & Business Development Director (ASEAN + India), **L'Oreal Singapore**

# CONFERENCE DAY TWO

Wednesday, 16th September 2015



9:00 Opening Remarks from the Chairperson

Emma Boyd, Principal, MD, Founder, Sales Hunter, **Bright Tiger Pte Ltd**

## SALES PROCESS TRANSFORMATION & CHANGE MANAGEMENT

9:10 **Agile Selling: The Customer is in Charge!**

CASE STUDY

- Fulfilling customers' requirements and challenging their business process
- Moving from demand capture to demand generation to get ahead of the proposal
- Shift from product-centric to opportunity-centric selling through an agile approach
- How to alert and educate through multi-channel listening and engagement
- How to evolve from mere vendor to strategic partner

Joseph Toh, Head of Sales APAC Information Technology, **Credit Suisse**

9:50 **Integrating Sales, Marketing and Customer Service Functions for Enhanced Efficiencies**

CASE STUDY

Eradicating the silos between the sales, marketing and customer service functions to reduce inefficiencies is becoming increasingly apparent and a win-win for both your customers and your company.

- Smooth transition from in-bound marketing to sales
- Provide a unified, customer-centric experience that sustains and develops the customer base
- Align leaders around the same objectives and metrics to guide direction and award performance
- Technologies and training to foster better cross-communication
- Creating a chief customer officer role

Matthieu Vermeulen, Director Marketing Efficiency Solutions APAC, **DHL**

10:30 **Designing and Implementing Your End-To-End Sales Process: From Leads to Referrals**

At what point is marketing passing leads to sale and back again? How do you not squander the revenue potential of an existing customer? Learn and share ideas on how to maximise your sales throughout the funnel:

ROUNDTABLE SESSION

### Lead Management: Streamlining Marketing and Sales for Maximum Results

- Agreement on a common set of definitions
- End-to-end delegation
- Create a lead scoring model
- Marketing automation and CRM systems
- Technologies that enable closed-loop reporting

### Aftersales: the Secret to Reaching your Revenue Targets

- Value delivery across the 360 customer life cycle
- Effective upselling and cross-selling
- Targeted content
- Referrals from advocates
- Technologies for customer journey-mapping

### ROUNDTABLE A

#### Lead Management for B2Cs

Ben Velia, Head of Business Development Global Enterprise & Service, **Telstra**

### ROUNDTABLE C

#### Aftersales for B2Cs

Peter Plaisance, Commercial & Business Development Director (ASEAN + India), **L'Oreal**

### ROUNDTABLE B

#### Lead Management for B2Bs

Anthon Ivarsson, Global Head of Commercial Transformation, **Damco/Maersk Logistics**

### ROUNDTABLE D

#### Aftersales for B2Bs

Stephanie Lee, Sales Director, **FCm Travel Solutions**

11:10 Morning Break and Networking

11:40 **Supercharge Your B2B Value Climb: From Internal to External, From Transactional to Strategic**

CASE STUDY

In this age of slow down, it isn't enough just to focus on low-hung fruits of reducing costs, but to aim at high-positioned juicy fruits to create opportunities. Learn from Canon on enhancing processes from transactional to strategic, through 'FIVE' client engagement stages in value creation:

- Driving down customer conversations
- Moving from short-term cost reduction to long-term continuous insights
- From internal innovation (product mix) to intelligent selling (customer mix)
- Becoming a consultant, not a solution provider

Dr. Alok Bharadwaj, Senior Vice President, Corporate Strategy Group, South & South East Asia, **Canon Singapore Pte Ltd**

# CONFERENCE DAY TWO

Wednesday, 16th September 2015

## 12:20 **Transforming Your Enterprise into a High Growth Engine through Simplifying Sales Excellence**

CASE STUDY

Are you struggling through long business reviews? Changes in enterprise business happen at the speed of light - so learn to streamline! Optimise your enterprise sales management processes to drive higher sales productivity and growth through SIMPLIFYING:

- Deal qualification and close plan: critical information flow
- Pipeline management: maximizing for revenue growth
- Forecasting accuracy
- Sales management metrics
- Weekly, monthly and quarterly business review cadence: "boots on the ground sales"

**Han Sin Chia**, Director Sales Operations, Asia Pacific and Japan, **Symantec**

## 13:00 **Lunch Break**

## 14:00 **Balancing Synchrony and Flexibility: How to Drive Change in Today's Dynamic Market**

CASE STUDY

How can you synchronise 300 offices with 300 different processes? Learn from Maersk's end-to-end sales transformation:

- Complementing a standardised back-end with a customer-centric front-end
- Redefining the VP to customers
- Mobilizing the mobilisers: from design to execution
- Product-relevancy both at origin and destination
- Integrating people, process and technologies for maximum productivity
- Global change, regional adaptation and local adoption

**Antho Ivarsson**, Global Head of Commercial Transformation, **Damco/Maersk Logistics**

## 14:40 **Change Management: Evolving your Sales Process Globally and Locally**

CASE STUDY

Managing change can be painful as it involves altering behaviours, revamping established processes and leaving behind past glories. Learn practical tips from Emerson's journey of patience and perseverance:

- Adopting the right methodology and consistent incorporation of systems
- Identifying what are the "essentials" vs the "non-essentials"
- Appointing change-makers and early adopters
- Walking, running and eating the talk
- Tightening and simplifying agreements: metrics, and measurement

**Neo Chowyang**, Sales and Marketing Excellence Director, **Emerson Process Management**

## 15:20 **Afternoon Break and Networking**

## DATA ANALYTICS AND PREDICTIVE INTELLIGENCE

## 15:50 **Building a Data-driven Sales Process to Fuel Predictable Growth and Optimise Salesforce & Territory Planning**

CASE STUDY

Effectively using data analytics in your sales process can be like turning the light on after years of flailing blindly in the dark – but how do you get it to work with your people and existing processes to drive robust growth?

- Establishing your big data goals - competitive insights, effectiveness or sales force planning
- Target high-value prospects and supercharge your pipeline
- Empowering sales managers to adjust battlefield tactics based on live data-feed
- Working with marketing to improve content and social selling
- Measuring success with metrics that tie directly to your end goals and bottom line

**David Ong**, Executive Director & Head of Business Insights, **UBS AG**

## 16:30 **Leveraging on Data for Optimized Sales Territory Planning and Sales Force Organization**

The complexities of territory planning make it hard for sales managers to assemble a complete strategy which maximizes effectiveness. Most struggle with perception of inequality, leading to lackluster performance and high turnover. Discover how data triumphs instinct when it comes to perfecting optimal resource allocation:

- Packaging and market-sizing
- Leveraging on data to reduce unequal opportunity distribution
- Co-ordinate sales territories and incentives- right people in the right place
- Making more informed decisions on sales force size, structure, and recruitment

## 17:10 **Understanding Tomorrow's Conversation Today : Make Proactive, Not Reactive Decisions**

PANEL DISCUSSION

Big Data is only raw potential until you organise all its chaos - and then the rewards are immense. Every day, your buyers and prospects are leaving digital footprints. How do you turn insights into actionable, business-focused intelligence that delivers against a specific objective? These panel of experts give their views on predictive and prescriptive analytics, and revolutionising your business from reckless to reliable:

Panelists:

**David Ong**, Executive Director & Head of Business Insights, **UBS**

**Dr Antonio Feraco**, Head of Business Development, **Fraunhofer IDM@NTU**

**Lawrence Ang**, Regional Vice President, **Lastline Inc**

## 17:50 **Closing Remarks from Chairperson**

9:00-  
11:00

WORKSHOP A

## Social Selling 101: From Product to Personality, From Sales to Storytelling

Interruption-based selling is over. Customers don't want to hear yet another solution offering. They want to be captivated by stories, challenged by ideas, and connect with your personality. In this hands-on workshop, learn how you can:

- Develop a robust and holistic professional profile
- Strategically build up your network
- Walk the talk: become an expert in your field
- Nurture relationships and trust
- Position yourself - be prepared for every interaction through research
- Maintain a consistent identity that is aligned with your goals

A

11:30-  
13:30

WORKSHOP B

## Developing a Dynamic, Buyer-Focused and Motivated Sales Team

Join Paul as he re-defines the traditional Sales Training paradigm with his 20+ years of experience across MNCs in APAC. In this engaging workshop, gain insights into his well-proven, enthusiastic and dynamic approach in building capabilities and sustainable performance:

- Equipping your sales team with a long-term, buyer-focused and differentiated approach
- Structuring an effective initial training program to ramp up new talents to profitability
- Creating and retaining your top sales performers
- How to effectively forecast at the beginning of each month
- Metrics to measure and achieve success against business goals



**Paul McLean**

Value Selling Coach APAC, **Qlik**

B

Over 20+ years Paul has built an incredibly successful International Sales and Marketing formula whilst working with a Number of MNC's such as Samsung, Konica Minolta, Fuji Xerox Asia Pacific. As a successful Performance Sales trainer, mentor & coach, he has directly assisted countless businesses in realising exponential growth by uncovering hidden profits and revenue streams through understanding human behavior is the key to unlocking exceptional performance. His designs customised Strategic Sales Performance Programs In line with specific Go-to-Market initiatives that delivers significant business growth for his global employer base.

14:30-  
16:30

WORKSHOP C

## Measure Growth through Sales and Marketing Integration

In this hands-on workshop, Mike provides keen insights and unique perspectives into how you can leverage on integrated sales and marketing efforts to improve performance in both areas, increase revenue, maximise leads and reduce spending.

- Overview of all of the business areas where sales and marketing need to be aligned
- How to practically engage with sales for success
- How to communicate the value of marketing to sales
- Key tools and technologies that can help cement relationships
- Best-in-class case studies of measurable success



**Mike Ghasemi**

Sales Leader and Executive Coach, **Glide Consulting Partners**

C

Mike Ghasemi is a veteran sales and marketing professional with more than 20 years of experience in technology sector. He is certified in executive coaching by Marshall Goldsmith Stakeholder Center Coaching to coach in leadership Growth, behaviour Change and sales Improvement. His industry experience covers Information Technology, Retail, Government and Public sector. He facilitates executive seminars on leadership and sales locally and abroad. Mike is a member of Singapore and Australia Institute of Management and a recipient of Deloitte Enterprise 50 Award. He has published several articles on ERP adaptation and RFID technology..



Are you seeking to engage directly with key decision makers who are on the forefront of sales innovation, and are ready to transform their sales strategy? Do you want to clearly differentiate your offering at a time when many organisations in Asia are looking to outdo competitors and implement changes? Are you ready to switch your focus from squeezing your clients that are not actively purchasing to developing new businesses that are ready to buy?

If the answer to any of the above questions is yes, establishing your presence in Sales Transformation Asia 2015 is crucial. This is not yet another "how to do sales" training conference for sales representatives, but we are bringing together 80 global and regional decision-makers that can effect change and are actively looking for solutions in increasing sales effectiveness in their organisations.

## Sales Transformation Asia is positioned to generate ROI for you:

1<sup>st</sup>

Sales Transformation Asia Summit is the FIRST and ONLY highly-anticipated of its kind in Asia – an exclusive platform to showcase your unique offering and forge strategic relationships



Mingle with a ready pool of B2B and B2C leaders across industries looking to propel their businesses to the next level on a local, regional and global scale



Get direct face-time with key decision-makers in top management and in sales and marketing driving revenue strategies in their organisation



Leverage on the actionable insights and technology-driven methodologies and case studies in the conference to demonstrate the value of your solutions



Expand your reach and establish your name in an Asian market that is ripe for transformational change

## Maximise visibility in a variety of ways:



Establish yourself as a thought leader by sharing your expertise – place your organisation on par with top brands and leading individuals



Increase your relevance by exhibiting in this event - showcase your expertise, superior products, services and impress your prospects



Meet the right people through our tailored business development arrangements. Simply let us know which organisations and job titles you are targeting and we will help you research, qualify and invite the specific prospects you are targeting to attend the conference



Achieve visibility by taking advantage of our marketing resources, including print advertisements, online advertisements, website and email campaigns



Create opportunities to build relationship through hosting a networking lunch or drinks reception for informal discussion

All sponsorship packages are customised to fit your current needs. Our partnership team will work with you to identify the package that best suits your goals and objectives.

### **Thought Leadership**

- Plenary Speaking Session
- Panel Moderation
- Panel Speaking
- Interactive roundtable leader
- Workshop

### **Networking**

- Private Lunch
- Cocktail Reception Host
- Exclusive 1:1 Meeting Packages
- Customised Booth Options

## WHY GET INVOLVED EARLY?

Because the earlier you book the more access you'll get to our global marketing and branding campaign.

Early confirmation entitles sponsor and exhibitors to optimise their spend and receive maximum ROI from our comprehensive marketing and branding campaign, including:



**Email Marketing** - to over 70,000 pre-researched and tightly selected decision makers



**Social Media** – constant updates, content pieces, promotional videos on our various platforms



**Website** – get noticed earlier, our dedicated website receives traffic months in advance and so should you



**Telemarketing** – dedicated account managers publicise our events and our partners up to 3 months before the summit



**Audience Development** – ensure your hand selected prospects receive targeted, specialised marketing initiatives. A fantastic opportunity to apply the VIP treatment to VIP contacts!

Contact us now at [sponsorship@iqpc.com.sg](mailto:sponsorship@iqpc.com.sg) or call +65 6722 9388 to discuss how we can tailor our sponsorship packages to suit your business objectives.