



# Chief Sales Executive ANNUAL FORUM

St. Regis Resort  
Monarch Beach,  
California  
November 8 -10, 2010

## Setting The Standard for Today's Sales Leadership Events

### World-Class:

- Speakers
- Content
- Venue
- Networking

## Sales Eats First:

### *How Customer-Motivated Sales Organizations Out-Perform the Competition*

**SALES EATS FIRST...**building a sales organization and culture that attracts elite talent, enables elite performance, and sustains elite results.

What are those attributes? Join us to explore what top performing sales organizations have built into their DNA...and what you should be building into yours.



ST. REGIS RESORT

Capture this opportunity for insight into the spirit, operations, and aspirations of the world's greatest sales organizations.

**Join us at the 2010 Chief Sales Executive Forum!**

### KEYNOTE SPEAKERS:



**JILL C. BRANNON**  
Senior Vice President  
International Sales  
FedEx Services



**MICHAEL FASULO**  
Executive Vice President &  
Chief Marketing Officer  
Sony Electronics



**BILL LEPAGE**  
Senior Vice President  
Global Sales Operations  
Cisco Systems



**KEVIN MADDEN**  
Vice President  
Global Sales  
Honeywell Building Solutions



**DAN MILLER**  
V.P. & General Manager  
HP Technology Services Sales  
Hewlett-Packard



**FRANK van VEENENDAAL**  
President  
Worldwide Sales and Services  
salesforce.com

Sponsors:



Hosts:



[www.salesforums.com](http://www.salesforums.com)

# Agenda

## Monday, November 8, 2010

10:00 am - 5:00 pm

**FORUM REGISTRATION**



**SPECIAL EVENT ~ GOLF TOURNAMENT**

**FORMAT: Scramble.**

Cooled by gentle ocean breezes, the Monarch Beach Golf Links, the on-site 18-hole course, provides a year round golf destination and memorable experience. This Robert Trent Jones, Jr. designed masterpiece runs along the dramatic bluffs of the Pacific Ocean and is fashioned in Scottish links tradition. Enjoy panoramic ocean views, and two holes adjacent to the beach. The golf course offers a challenge for all levels of golfers with undulating greens and gathering bunkers.

10:30 – 11:45 am  
(Sign-In)

12:00 Noon  
(Tee-Off)

**A GUIDE FOR BUILDING & RUNNING EXCEPTIONAL SALES ORGANIZATIONS**

8:30 - 11:00 am  
**Complimentary**

**Pre-Forum Briefing: Complimentary**

*Leadership Driven Sales Effectiveness*

Sales Leadership is the single most important factor affecting sales effectiveness. But, what does “sales leadership” mean? Examine how sales leaders ensure sales success. Discover the chemistry of sales leadership. Learn how sales leaders capture and communicate the “aspirations of the possible.” Use the Sales Leadership Checklist as a self-diagnostic and take-away action plan.

11:30 – 1:30 pm  
**Complimentary**

**Pre-Forum Luncheon Briefing: Complimentary**

*Sales Eats First; a Fresh Take on The Characteristics of Sales Greatness*

Join us for a readout of AGI/Columbia Business School’s research on the characteristics of sales organizations and leadership that consistently produce outstanding results.

2:00 – 4:00 pm  
**Complimentary**

**Pre-Forum Briefing: Complimentary**

*How Smart Sales Investments Make Winners in Today’s Market (Interactive Session)*

An inside look at how top companies are preparing their sales organizations to add value by delivering expertise, know-how, and solutions to their customers.

7:00 – 9:00 pm

**SPECIAL EVENT ~ OPENING NIGHT RECEPTION:**

Meet and network with fellow Attendees, Speakers and Hosts. Join us for a fun-filled evening! Spouses and significant others are welcome (please include in your registration).

## Tuesday, November 9, 2010

7:00 - 8:00 am

**BREAKFAST**

8:00 - 8:50 am



**KEYNOTE: WHEN SALES EATS FIRST PERFORMANCE FOLLOWS**

Jill C. Brannon ~ Senior Vice President, International Sales  
FedEx Services

8:50 - 9:40 am



**KEYNOTE: LIVE THE MISSION**

DAN MILLER ~ V.P. & General Manager, HP Technology Services Sales  
Hewlett-Packard

10:00 - 11:00 am

**FOCUS SESSIONS – Series 1**

*80% of Sales is Just Showing Up*

*Sales and Marketing; Command and Control vs. Fluid Collaboration*

*CRM Adoption & Pipeline Management*

11:20 am - 12:20 pm

**FOCUS SESSIONS – Series 2**

*Continuous Improvement & Transformational Change*

*Silence is Bad*

*CRM Adoption & Pipeline Management*

12:20 - 2:00 pm



**LUNCHEON KEYNOTE: ENCOURAGE INNOVATION**

Frank van Veenendaal ~ President, Worldwide Sales and Services  
salesforce.com

2:00 - 3:30 pm

**FACILITATED INTERACTIVE ROUNDTABLES: Pick One Topic**

1. *The Pivotal Role of the Field Sales Manager...and How to Leverage It*

3. *Is the Generalist Seller Obsolete?*

5. *The Sales and Marketing Interface at Top Performing Companies*

2. *Transforming the Med Device Sales Model To Cover The Emerging Influencers*

4. *Arming Sellers with the Tools to Deliver Value*

6. *It All Starts with Hiring & Training (Attitude, Intellect, & Integrity)*

3:50 - 4:40 pm



**KEYNOTE: ADVANCE THE SCIENCE OF SELLING**

Michael Fasulo ~ Executive Vice President & Chief Marketing Officer  
Sony Electronics

4:40 - 5:20 pm

**SPECIAL EVENT: The Sponsor Cocktail Hour**

Sponsors will be featured in an entertaining event – prefacing the evening’s Networking Reception. Cocktails will be served into the keynote room – in a theme-like opening – to kick off the festivities!

7:00 - 9:00 pm

**SPECIAL EVENT: Networking Reception**

Join us for a memorable evening! Premium cocktails, gourmet hors d’oeuvres, live music, and quality cigars featured. Spouses and significant others are welcome (please include in your registration).

**Wednesday, November 10, 2010**

8:00 - 9:00 am

**BREAKFAST**

9:00 - 9:50 am



**KEYNOTE: THE ROLE OF LEADERSHIP; LEADING BY EXAMPLE... LEAD FROM THE FRONT**

Bill LePage ~ Senior Vice President, Global Sales Operations  
Cisco Systems

9:50 - 10:40 am



**KEYNOTE: WHERE SALES LEADS, GROWTH FOLLOWS**

Kevin Madden ~ Vice President, Global Sales  
Honeywell Building Solutions

10:55 am - 12:00 pm

**CLOSING KEYNOTE PANEL**

Take one last opportunity to ask senior sales leaders about what it takes to assemble and maintain a world-class sales organization. Question and answer format facilitated by The Alexander Group.



**Registration Fees:**

**Garden View Room:** \$2,495 p/p - Includes 2 Room Nights at Hotel

**Pool View Room:** \$2,575 p/p - Includes 2 Room Nights at Hotel

**Golf Tournament:** \$200 p/p (Reserve quickly – limited number of spots)

\* *Cancellation Policy and Attendee Qualification Criteria:*  
*Outlined in detail on the Forum website at below address.*

[www.salesforums.com](http://www.salesforums.com)

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