

The logo for Warwick Business School, featuring the lowercase letters 'wbs' in white on a blue square background.

**WARWICK
BUSINESS
SCHOOL**

Sales Excellence Hub

**State of Sales
Conference
2nd December 2024
The Shard, London
9am - 5pm**

Partner:



**Institute of
Sales Professionals**

Technology partner:



Akeron

Agenda

- 09:00 – 09:30** **Registration and Refreshments**
- 09:30 – 10:30** **Keynote: State of Sales 2024 – Where is the UK sales profession and how can it improve?**
- 10:30 – 11:00** **Coffee Break and Networking**
- 11:00 – 12:00** **Translating Sales Research into Practice** – A set of parallel thought leadership presentations
(attendees to select two in advance)
- 12:00 – 13:00** **Lunch**
- 13:00 – 13:15** **Talk:** Maximizing Sales Impact with Akeron: The Power of Technology
- 13:15 – 14:15** **Panel Discussion: Meeting the Challenge** – Thought leaders from practice and research will discuss pathways for overcoming current challenges of the UK sales profession
- 14:15 – 14:30** **Coffee Break**
- 14:30 – 15:15** **Workshop Sessions:** Attendees are invited to join interactive workshop groups to develop pathways to develop the sales profession by responding to current challenges.
- 15:15 – 15:30** **Coffee Break**
- 15:30 – 16:00** **Workshop Wrap-up**
- 16:00 – 16:30** **Sales Excellence Hub Outlook for 2025 and Beyond:** Integrating thought and practice leadership to advance the sales profession in 2025 and beyond

Detailed Agenda (1/4)

09:00 – 09:30 **Registration and Refreshments**

09:30 – 10:30 **State of Sales 2024 – Where is the UK sales profession and how can it improve?**
Presentation of the Key Findings from the State of Sales Study
Professor Nick Lee and Dr. Roland Kassemeyer



10:30 – 11:00 **Coffee Break and Networking**

11:00 – 12:00 **Translating Sales Research into Practice – Parallel thought leadership presentations**
Please select two sessions out of the 6 sessions on the next page.
There are two 30 minute presentation slots and each presentation will be presented twice.



12:00 – 13:00 **Lunch**

Translating Sales Research into Practice

Academic presentations (1/3)



Professor Nick Lee, Professor of Marketing, Warwick Business School

The Rhythm of Selling: How Time Effects Sales

In this talk I will explore the critical role of time in sales performance. You will learn that hot and cold 'streaks' of sales performance actually exist, and how they can be managed via the use of strategic break-taking. Further, you'll learn about how the time of day, and day of the week, influence sales performance. Finally, you will also learn about how the social environment of the sales force can be a positive influence on all of these factors.



Dr Milena Micevski, Associate Professor, Copenhagen Business School

Mastering Sales and Service: Strategies for Different Sales Roles

In today's sales organizations, it's common for salespeople to handle both selling and servicing customers simultaneously. While traditional thinking suggests that more service is always better, this isn't always the case across different sales roles. To truly excel, managers need to strike a balance between motivating their sales teams and smartly allocating resources to enhance customer satisfaction and loyalty. By recognizing the unique demands of each sales role, managers can craft strategies that not only drive sales performance but also ensure customer happiness.

Translating Sales Research into Practice

Academic presentations (2/3)



Skyler Xie, Ph.D. Student, Warwick Business School

Unlocking Sales Success: Building Inclusive, High-Performance Teams

In today's competitive sales environment, success is more than individual wins—it's about creating conditions where everyone can excel. In this talk, Skyler breaks down the unseen forces that shape success in sales teams, revealing actionable insights to create a more inclusive, opportunity-rich environment. Backed by data and real-world examples, this session will empower sales leaders to think differently about competition, fairness, and growth, giving everyone on the team a clear path to thrive.



Dean Al-Sened, Head of Public Sector and Enterprise, Abzorb, and Doctor of Business Administration Student, Warwick Business School

The role of Behavioural Science in B2B Sales: why Salespeople struggle to encourage disclosure and how storytelling provides the answer

Traditional B2B solution sales methodologies aim to extract problems or needs from a customer, in order to anchor a solution that demonstrates the seller's competitive advantage. Whilst often logically coherent, these methodologies do not take into account the corruptions in human thinking that thwart the salesperson's aim (to encourage buyer disclosure). Storytelling is offered as a more sustainable solution to encourage disclosure, in the modern B2B sales environment.

Translating Sales Research into Practice

Academic presentations (3/3)



Dr Dayle Childs, Senior Lecturer in Sales and Sport Marketing, Bournemouth University

Making Sales Great Again: Issues, Remedies, and Challenges to Positive Well-being in the Sales Profession

This session will evaluate the well-being issues of particular relevance to the sales profession, before discussing how they we can best be address, and the key challenges we face in adequately addressing these issues.



Dr Roland Kassemeier, Associate Professor of Marketing, Warwick Business School

Sales Manager and Salesperson Variable Compensation Shares

A critical question is determining what proportion of on-target earnings should be performance-based versus fixed. This talk will expand on the concept of variable compensation by examining the interdependencies between a salesperson's variable compensation share and their manager's variable compensation share. It explores whether these shares have a synergistic or compensatory impact on salesperson performance and identifies managerial strategies to address conflicts arising from misaligned variable compensation structures.

Detailed Agenda (2/4)

13:00 – 13:15 **Talk: Maximizing Sales Impact with Akeron: The Power of Technology**

Anthony Marzetti, VP of Product Strategy & Evangelism, Akeron



13:15 – 14:15 **Panel Discussion: Meeting the Challenge** – Thought leaders from Practice and Academia will Discuss Pathways for Overcoming Current Challenges of the UK Sales Profession

Speakers:

Steven Elsham, Head of Marketing, Commerce, Service & Revenue Clouds, Salesforce

Anderson Hirst, Director, Selling Interactions Ltd.

Andrew Hough, CEO and Founder, Institute of Sales Professionals

Matthew Blanchard, on behalf of Akeron, Co-Founder, Sales Excellence Advisors

Moderator: Professor Nick Lee, Warwick Business School



14:15 – 14:30 **Coffee Break**

Detailed Agenda (3/3)

14:30 – 15:15 **Workshop Sessions:** Attendees are invited to join interactive workshop groups to develop pathways to develop the sales profession by responding to current challenges.

1. Session: Transparent Incentives: Building Trust with Sales Commissions & Rewards



2. Session: Personal development, coaching and mentoring



3. Session: Making research impactful: Fostering research-practice collaboration



4. Session: Improving sales careers through university education



Detailed Agenda (4/4)

15:15 – 15:30 Coffee Break

15:30 – 16:00 Workshop Wrap-up

16:00 – 16:30 **Sales Excellence Hub Outlook for 2025 and Beyond:** Integrating thought and practice leadership to advance the sales profession in 2025 and beyond



Speakers (1/3)



Dr Milena Micevski
Associate Professor
Copenhagen Business
School



Steven Elsham
Head of Marketing,
Commerce, Service &
Revenue Clouds
Salesforce



Anderson Hirst
Director
Selling Interactions Ltd.



Dr Dayle Childs
Senior Lecturer in Sales
and Sport Marketing
Bournemouth University



Skyler Xie
Ph.D. Student
Warwick Business
School



Dean Al-Sened
Head of Public Sector
and Enterprise, Abzorb
Doctor of Business
Administration Student,
Warwick Business
School

Speakers (2/3)



Andrew Hough
CEO and Founder
Institute of Sales
Professionals



Guy Lloyd
Director
Institute of Sales
Professionals



Professor Nick Lee
Professor of Marketing
Warwick Business
School



Dr Roland Kassemeier
Associate Professor
Warwick Business
School

Speakers (3/3)



Elena Fanfani
EVP Marketing & Sales Operations
Akeron



Anthony Marzetti
VP of Product Strategy & Evangelism
Akeron



Gudrun Vandenbussche
Head of Product
Marketing & UX
Akeron



Matthew Blanchard
Co-Founder
Sales Excellence Advisors

Location



Our location

WBS's London location on the 17th and 13th floors of the iconic Shard building.

WBS London, The Shard
32 London Bridge Street
London
SE1 9SG

salesexcellencehub@wbs.ac.uk