



UK State of Sales Conference 2025

1st December 2025
The Shard, London
9am – 6:30pm

Connect with sales leaders, practitioners, and academics to explore the latest trends, challenges, and innovations shaping the sales profession.

Highlights include:

- Insights from the UK State of Sales Study 2025
- Presentations from leading sales researchers
- Expert discussions on AI, the future of sales, and incentive design
- Networking with industry and academic leaders.



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**Institute of
Sales Professionals**

State of Sales Conference 2025
1st December 2025, The Shard, London
Agenda:

09:00 – 09:30	Registration and Refreshments
09:30 – 10:15	Keynote: State of Sales 2025 – The profession, its challenges, and the influence of AI
10:15 – 10:45	Coffee Break and Networking
10:45 – 12:00	Translating Sales Research into Practice – A set of parallel thought leadership presentations
12:00 – 13:00	Lunch
13:00 – 13:15	Talk by Hive Perform: How AI is changing the sales profession and how to stay ahead
13:15 – 14:00	Workshop Sessions: Attendees are invited to join interactive workshop groups run by:
	 Hive Perform  Akeron  Institute of Sales Professionals
14:00 – 14:30	Coffee Break
14:30 – 15:00	Workshop Wrap-up
15:00 – 16:00	Panel Discussion: Promise and Peril of AI – Thought leaders from practice and academia will discuss pathways for overcoming current challenges of the UK sales profession
16:00 – 16:30	Sales Excellence Hub Outlook for 2026 and Beyond
16:30 – 18:30	Akeron Drinks Reception

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