WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

UK State of Sales Conference 2026

30 November 2026
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.

- Insights from the UK State of Sales Study 2026
- Presentations from leading sales researchers
- Expert discussions on AI, the future of sales, and incentive design
- Networking with industry and academic leaders.

wbs.ac.uk/go/SalesExcellence



Supporters

The Salespeople's Charity

Akeron

Partner

Institute of Sales Professionals

State of Sales Conference 2026

Agenda overview:

09:00 – 09:30	**Registration and Refreshments**
09:30 – 10:15	**Opening: State of Sales 2026**
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 – 13:30	**Talk by Akeron:** AI in sales
13:30 – 14:15	**Workshop Sessions:** Attendees are invited to join interactive workshop groups run by:
14:15 – 14:45	**Coffee Break**
14:45 – 15:00	**Workshop Wrap-up**
15:00 – 16:00	**Panel Discussion: Raising the standard:** What it takes to succeed, adapt, and stay well
16:00 – 16:30	**Sales Excellence Hub Outlook for 2027 and Beyond**
16:30 – 18:30	**Akeron Drinks Reception**

Partners