



**10TH - 12TH OCTOBER 2011**

**CROWN PROMENADE, MELBOURNE**

Asia Pacific's Premiere Sales Leadership Conference

*The New Era of Professional Selling;  
The Pathway from Supplier to Partner Status.*

**CSE2011** focuses on the single biggest challenge for sales leaders today, and that's taking their **Sales Strategy** through to **Execution** through to **Results**. We focus on uncovering the enablers and blockers that will either derail or enable the acceleration of sales performance in today's market.

**CSE2011** will seek to address pivotal sales leadership issues that will restrict sales growth, differentiation and customer results if left unattended.

**Achieving Growth through Sales Execution;** Sales Strategy through to Execution through to Results.

**The New Era of Selling;** Times have changed and the traditional approach to B2B Selling is now firmly under the commodity microscope.

**Achieving Customer Understanding and Value Alignment;** Forging strategic sustainable Customer relationships that are based on Insights, Expertise and measured Business Results.

**Ending the Coaching Debate;** Driving Sales Results through Coaching Excellence – the Who, the What, the When and the How?

**Sales Growth through Cultural Transformation;** 1. The new era of rewarding and measuring a sales force; 2. Leading the sales force with systems, behaviours and processes that are Customer aligned.

**Building a High Performing Differentiated Sales Force;** The profile, the talent and the engine room that will differentiate from the pack.

**The Mindset of your Sales Force;** Inward or Outward, Product or Solution, Solution or Customer Results, Lifestyle or Professional, Transactional or Strategic, Aligned or Confused, Performing or Static?



*“For the first time an organisation brings together the ‘profession of selling’ with the sole purpose of supporting the sales professional and their organisations.”*

General Manager  
(Professional Services)

**CSE2011\_Some of the Speakers**



**Tom Snyder**  
CEO and Chairman of Business  
Performance Partners Washington DC



**Jill Ulvestad**  
International Sales Advisor (Fmr SVP of Sales  
for global Professional Services firm) Washington DC



**Lou Schachter**  
MD, Global Sales Practice – BTS New York



**Tony Bonanno**  
Oracle Corporation – Program Manager ANZ,  
Sales Readiness



**Bryn Hughes**  
Founder, The Centre of Sales Excellence



**Tony Hughes**  
Managing Director, SugarCRM Inc.  
Australia and New Zealand

## CSE2011\_Detail

### 10th-11th October 2011 (Strategic)

#### Sales Leadership Conference

Incl. Welcome Drinks, Official Dinner and Sales Awards

from \$1,980 per person (+GST)

#### For Business Executives and Sales Leaders

CEO's, General Managers, VP's of Sales, Sales Directors, National Sales Managers, Regional Sales Managers, State Managers, Sales Development Managers, Sales Effectiveness Managers, HR and Marketing Managers.

### 12th October 2011 (Skills and Behaviours)

#### Business Development and Account Manager Skills Workshop

from \$495 per person (+GST)

#### For Sales Professionals

Business Development Managers, Account Executives, Account Managers, Sales Representatives.

**Venue: Crown Promenade, Melbourne**

## CSE2011\_What to Expect

- Australian and global sales force case studies sharing their challenges, success stories, insights and of course learning.
- Leading Global Sales Leaders bringing the latest thinking to Australia.
- The latest global and local research on "The New Era of Professional Selling" including insights from 120 Australian CSO's.
- Practical sessions including: Business Acumen for Sales, The Evolution of Selling, Building effective Remuneration and Incentive schemes, Coaching Effectiveness and more...
- A group 'diagnostic' workshop "Taking a Sales Force from Partner to Supplier Status".
- CSE Sales Force Diagnostic tool to self diagnose during the conference.
- Sales Person of the Year and Sales Manager of the Year Awards.
- Approximately 200 forward thinking B2B Sales Leaders from across industry.
- CSE Partners who are ahead of the innovation curve with sales force optimisation solutions.

## CSE2011\_Why You Should Attend

- **CSE2011** will enable you and your sales force to stay ahead of the competitors by raising the operational and behavioural excellence of your sales leaders and sales team.
- Attending **CSE2011** is about accelerating your sales results and your Customers' business results.
- Why would you not want to be at the cutting edge of your Sales Leadership career? If you want the latest Sales IP, then **CSE2011** is where you will find it.
- The structure, content and contributor selection have been carefully crafted with you in mind, and thus, we are quite adamant that **CSE2011** will have a significant impact on how you lead your sales force in the future.
- Spend time engaging in conversation, or in workshops, with some of the world's leading sales minds, who are at **CSE2011** to help you accelerate your sales results.
- Hear what other industries and sales leaders are trying to achieve, overcome and do differently in 2011 and beyond.
- **CSE2011** will highlight the blockers and enablers which will either prevent or help you accelerate your team's sales results.
- Walk away with 'sales excellence gems' that will be shared by our case study sales leaders.
- Find out where the sales function is evolving and what 'gap' exists in your organisation.

## CSE2011\_Solution Expo

**CSE2011** is this year's central meeting place for sales leaders and sales professionals to discuss the latest in sales practices, strategy, innovation, new technology and services from both Australia and around the world.

*As Australia's definitive sales industry event, this is a one-stop shop for practitioners and buyers of sales products and services.*

*Give your sales and technical teams the opportunity to meet face-to-face with innovative products and services that are the best available in the market.*

If you wish to express interest in being involved in this years Solution Expo, please contact The Centre of Sales Excellence via the details below.



**CSE2011\_Meet some of the Speakers****Tom Snyder****CEO and Chairman of Business Performance Partners** Washington DC

Tom has advised thousands of sales decision makers on topics such as consultative selling in major sales organisations, creating client value and innovative ways to strengthen competitive differentiation in an increasingly crowded marketplace. In 2008 Tom was voted in the top 100 most influential sales leaders globally, and business leaders continue to look to Tom to help increase revenues, shareholder value and insure organisational longevity through lasting sales performance change.

After receiving his MBA, Tom spent eight years with the Federal government, two of which were in the White House. After moving to the private sector, Tom founded several companies serving as CEO and/or Chairman of each.

As former President of Huthwaite, Tom has excellent business insights in the design, execution and reinforcement of sales performance change solutions.

Tom currently serves on the advisory councils of eleven businesses. He has appeared as a featured guest on internet radio shows *Selling Across America with Tony Parinello*, and *How to Sell Anything in 20 Minutes with Frank Lee*. Tom can also be heard on *What's Happening in Biz* on Microsoft's Windows Media and other affiliate networks.

**Lou Schachter****Managing Director, Global Sales Practice – BTS** New York

Lou Schachter heads the global sales practice at BTS. Lou helps Fortune 500 clients such as KPMG, UBS and Procter & Gamble achieve their desired business results through sales training.

He is coauthor of *The Mind of the Customer: How the World's Leading Sales Forces Accelerate their Customer's Success*, published by McGraw-Hill in 2006.

Previously, Lou was senior vice president for design and development at The Real Learning Company, where he developed new learning programs for customers such as American Express, Bristol-Myers Squibb, Chrysler, Genentech, Lexus, Marsh & McLennan, Nokia, Symantec, Time Warner, Toyota and UPS.

Before joining The Real Learning team, Lou created learning programs for salespeople at a variety of companies, including Cisco and Merck. Previously, Lou helped lead the fast growth of a specialised communications firm. Earlier in his career, he was an investment banker. His experience includes selling to Fortune 500 companies, small businesses and large government institutions.

Lou's diverse background enables him to be a change agent who accelerates his own customers' success. In selling investment banking services, he worked with clients who were using financial levers to achieve their goals. In his communications work, he worked with clients using consensus-building techniques on thorny external challenges. Now he puts all that to use helping clients learn more effectively, plan more successfully and change more quickly.

He has been quoted and has had articles included in publications such as *Investors Business Daily*, *Sales & Marketing Management*, *Selling Power, Inc.*, *American Executive*, *Velocity* and *CLO (Chief Learning Officer) Magazine*.

**Bryn Hughes****Founder, The Centre of Sales Excellence**

As founder of *The CSE* and *The Australian Sales Professional of the Year* initiatives, it is Bryn's goal to improve the perception of the sales profession in Australia by raising the excellence and professionalism of the people who operate in it.

He is often called on for comment by some of Australia's leading business journals including *BRW*, *smartcompany.com*, *Anthill & Business Excellence Magazine*.

Bryn has been responsible for designing and executing 36 sales transformation projects involving close to 1,000 sales people, across organisations such as Amcor, Shell, ANZ Bank, Macquarie Telecom, Boom Logistics, Applied Bio Systems and George Weston Foods.

**CSE2011\_Meet some of the Speakers *continued*****Jill Ulvestad****International Sales Advisor (Fmr SVP of Sales for Global Professional Services firm) Washington DC**

Jill has spent over 20 years helping organisations achieve critical business goals. After graduating from the University of Illinois with a Communications degree, she began her business career in various business development and leadership roles for information services companies. She developed expertise in, and a passion for helping companies define go-to-market strategies, sales processes and hiring profiles. This passion led her to the field of sales performance improvement consulting and training. For almost a decade, Jill consulted for, and was Vice President of Sales for a major performance improvement company.

Today Jill works in private practice and consults with companies in the areas of revenue growth, market penetration, team performance and profitability.

She leads the Coaching Practice by improving business development skills, strategic thinking and productivity of sales individuals, teams and leaders.

**Tony Bonanno****Oracle Corporation - Program Manager ANZ, Sales Readiness**

Tony is currently with Oracle Corporation and is tasked to develop, implement and manage a Sales Force Transformation project throughout ANZ. He is making a significant impact on the way in which sales results are achieved. One key focus area has been to drive increased business acumen capability across the sales function.

Tony is also a business coach, mentor and trainer who focuses on assisting businesses of all shapes and sizes to improve their results and profitability.

The early part of his career included several years selling financial services and corporate super (in his own words "it doesn't get much tougher than that"). In the mid 1980's to early 1990's Tony worked as an Instructor with Dale Carnegie Training.

Establishing his own consultancy in 1986, provided him with the opportunity to delve even more deeply into the causes of the various factors that inhibit performance and develop some exciting and cutting edge strategies for businesses to overcome adversity and make more profitable sales. The Immersion Selling Program became the jewel in the crown of the various methods of assisting businesses on the path to self-improvement, greater turnover and increased profits.

Tony has worked with some of Australia's leading businesses including Australian Air Express, Advance Asset Management, Cleanaway, Deutsche Asset Management, Hyder Consulting, CleanTastic, Digital Catalyst Group and the Australian Institute of Chartered Accountants.

**Tony Hughes****Managing Director, SugarCRM Inc. Australia and New Zealand**

Tony Hughes is the Managing Director of SugarCRM Australia Pty. Ltd. and a recognised speaker and author in the field of professional selling. He has taught business leadership for the University of Sydney and also developed his own unique sales methodology which is the subject of a widely acclaimed book *The Joshua Principle, Leadership Secrets of RSVPselling™*.



**10TH - 12TH OCTOBER 2011**

Asia Pacific's Premiere Sales Leadership Conference

**CSE2011 Conference\_Registration Form | Tax Invoice**

ACN: 150 272 209

Affiliate Partner/Promo No.

**B A 1 1**

Please email your completed form to [info@thecse.com.au](mailto:info@thecse.com.au) or fax to (03) 8672 3170

Venue: Crown Promenade, Melbourne

**Sales Leadership Conference**

**10th-11th October 2011**

**Incl. Welcome Drinks, Official Dinner and Sales Awards**

All Prices are GST exclusive

Package	Early Bird (Pre 1st August 2011)	Standard Rate	Please tick
Individual Booking	\$1,980	\$2,200	<input type="checkbox"/>
3 Delegates Group Booking	\$5,346 (10% Discount)	\$5,940 (10% Discount)	<input type="checkbox"/>
5 Delegates Group Booking	\$7,920 (one free delegate pass)	\$8,800 (one free delegate pass)	<input type="checkbox"/>
Sales Leader of the Year Nomination	\$350	\$350	<input type="checkbox"/>

**Business Development and Account Manager Skills Workshop**

**12th October 2011**

All Prices are GST exclusive

Package	Early Bird (Pre 1st August 2011)	Standard Rate	Please tick
Individual Booking	\$495	\$595	<input type="checkbox"/>
3 delegates Group Booking	\$1,337 (10% Discount)	\$1,607 (10% Discount)	<input type="checkbox"/>
5 delegates Group Booking	\$1,980 (one free delegate pass)	\$2,380 (one free delegate pass)	<input type="checkbox"/>
Sales Person of the Year Nomination	\$350	\$350	<input type="checkbox"/>

**Delegate Details**

Company: .....

**Delegate 3** Title: ..... Name: .....  
 Position: .....  
 Email: .....  
 I am attending the:  Conference  RSVP Official Dinner  
 Skills Workshop

**Delegate 1** Title: ..... Name: .....  
 Position: .....  
 Email: .....  
 I am attending the:  Conference  RSVP Official Dinner  
 Skills Workshop

**Delegate 4** Title: ..... Name: .....  
 Position: .....  
 Email: .....  
 I am attending the:  Conference  RSVP Official Dinner  
 Skills Workshop

**Delegate 2** Title: ..... Name: .....  
 Position: .....  
 Email: .....  
 I am attending the:  Conference  RSVP Official Dinner  
 Skills Workshop

**Delegate 5** Title: ..... Name: .....  
 Position: .....  
 Email: .....  
 I am attending the:  Conference  RSVP Official Dinner  
 Skills Workshop

## CSE2011 Conference\_Registration Form *continued*

How did you hear about us? .....

### Payment Details

VISA     MasterCard

Credit Card No: .....

Exp. Date: ..... Security Code: .....

Cardholders Name: .....

Signature: ..... Date: .....

The booking is invalid without a signature. A signature is required regardless of payment method.

By signing I accept the Registration Terms and Conditions on this page.

Visa and MasterCard bookings are subject to a 2.5% surcharge.

Direct Deposit    BSB: 063 243    Account No.: 1030 0384

Account Name: The Centre of Sales Excellence Pty. Ltd.    Bank: Commonwealth    Please quote the delegate's name

### Booking Terms and Conditions

#### Delegate Entry

- Registration forms must be accompanied by full payment in order to be processed. Incorrect credit card numbers and declined credit are considered non payments and registration will not take place. All conference registration must be received in writing.
- Forum registrations will not be confirmed until the completed form and correct payment is received and processed by The Centre of Sales Excellence (The CSE).
- Registrants should obtain confirmation from The CSE of their attendance before committing to travel arrangements.
- The CSE cannot be responsible for your spam filters blocking your confirmation email. Please be sure your spam filters will allow mail from info@thecse.com.au and the forum coordinator.
- Accommodation costs are not included in the forum registration fee. Attendees are responsible for making their own lodging arrangements.
- Attendee places are strictly limited to ensure interactivity. Registrations will be handled on a first-come, first-served basis.
- Any payment for on-site registration must be made using a credit card.
- Unless otherwise stated on booking form, payment must be made in Australian dollars.
- We reserve the right to refuse admission if payment is not received on time.

### Registration Entitlements

#### Sales Leadership Conference 10th-11th October

- Entry to the Conference Programme and Solution Expo
- Morning tea, light lunch and afternoon tea daily
- Entry to the Conference Dinner, Sales Awards and Welcome Drinks

#### Business Development and Account Manager Skills Workshop 12th October

- Entry to the Skills Workshop
- Morning tea, light lunch and afternoon tea

#### Registration Entitlements

- You will receive a confirmation email to confirm your booking. A Tax Invoice will follow within 10 working days.

#### Alterations

- Alterations to your registration must be made in writing to info@thecse.com.au.

#### Cancellation Policy

- Forum registration can be cancelled only in writing to info@thecse.com.au.
- Forum registrations cancelled on or before 10 weeks of the event taking place will be entitled to a credit note only.
- Substitutions may be made in writing at any time until 10th October 2011. If you wish to make a substitution please email the forum coordinator at info@thecse.com.au
- All refunds will be made within two months following the final day of the forums running dates.

#### Programme Schedule

- The event program is subject to change. The CSE reserves the right to make changes to the forum up to and including the day of the forum proceedings.

#### Liability

- The CSE will not be held responsible for any loss, injury or damage to property, whatever the cause. The delegate takes part in this conference at their own risk.

#### Privacy Policy

- Personal information will be collected and stored in accordance with legislation. The client agrees The CSE is authorised to promote future conferences to the clients registered email address, unless The CSE has received an explicit request from registrant disallowing to share his/her contact information. The CSE reserves the right to provide a list of all attendees, their affiliating institutions and email addresses within sponsorship packages and delegate packs.

#### Conference Payment Details

- All Credit Card transactions will appear as a payment to The CSE. Any investigations to confirm these details to your bank or accounts department may incur a fee.