



As economic conditions change and competition battles to secure market share – winning a sale becomes more challenging than before!

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Close to half of sales representatives are **NOT** meeting or exceeding their quotas.

8 / 10 *******

80% of sales leaders do **NOT** believe they have the right people to succeed.

Sales team **CHURN** is about 20% a year which impacts hiring, onboarding and training.



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OVERVIEW

The **Head Of Sales Symposium** is a half day event held from 12pm to 5pm on **Tuesday 20th August** at **L'Aqua** in **Darling Harbour**.

The symposium offers networking opportunities and educational sessions for two distinct audiences. **Stream 1** (Leaders) is for **sales leaders** and sales managers and **Stream 2** (Pros) is for **sales professionals**.

The purpose of the symposium is to equip attendees with practical tactics, actionable insights, and strategic approaches to enhance their performance, foster client relationships, and navigate the complexities of modern B2B sales environments effectively.

What makes the Head Of Sales Symposium unique is that it is the only independent event in Australia curated and catered for B2B sales.

The symposium is hosted by <u>headofsales.com.au</u> which is Australia's leading online publication for the sales profession attracting more than 25,000 unique visitors every year.



5 KEY TAKEAWAYS

- Implement new sales strategies and tactics.
- Understand recent trends and behaviours.
- Expedite career progression and earning potential.
- O4 Increase customer acquisition, retention and growth.
- Meet like minded B2B Sales professionals.







EVENT FORMAT



Half Day

- Pre event networking starts 11.30am and the first session 12.00pm.
- There are four sessions plus two meal breaks which are both catered for.
- The event closes with networking drinks and canapes 4pm to 5pm.



Speakers

Sessions are lead by sales people who have worked for, or with, the world's biggest brands. They are best selling authors, international key notes, industry influencers, sales experts, sales leaders and CEOs.



Two Streams

- Stream 1 (Leaders) is curated for sales directors, sales managers and team leaders.
- Stream 2 (Pros) is for sales executives, sales consultants, BDMs and account managers



Partnership

Head Of Sales has chosen SugarCRM as the exclusive event partner. SugarCRM will deliver a brief presentation and host networking drinks.

No other vendors or sponsors have been chosen for this event.



PROGRAM OVERVIEW

For a detailed overview of each session visit www.headofsales.com.au/symposium

L'Aqua Sydney Roof Top, Cockle Bay Wharf Darling Harbour NSW 2000

Date: Tuesday 20th August 2024

Registration : 11:30 Lunch: 12.55 - 1.30 Tea break: 3.00 - 3.15 Session 1

12.00 - 12.55

Session 2

1.30 - 2.15

Session 3

2.15 - 3.00

Session 4

3.15 - 4.00

Networking

4.00 - 4.55

Stream 1 - Leaders

Sales directors, sales managers and team leaders.

Keynote - Sales Leadership in a Tough Economy

- Strategy in navigating the current economy.
- Effective decision-making for performance.
- Managing metrics that have the most impact.
- Build a culture amidst uncertainty.

Hosted by Tony Hughes

Buyer Behaviour Changes Sales Teams Need to Know

- Buyers, cycles, deal values and decisions.
- B2B customers and worldwide markets.
- Recent changes in buyer behaviours.
- Evolving expectations and market trends.

Hosted by Cian Mcloughlin

Panel - Navigating the Path from Sales Leader to CEO).

- Skill set evolution, thinking, acumen and agility.
- Ascending to executive leadership positions.
- Transitioning from a sales-to an organisational focus.
- Common challenges in the CEO journey.

Panels to be confirmed.

Cultivating a High Performing Sales Team

- Communication and influence.
- Understanding the Sales Journey.
- Empowerment for success.
- Insights and skills to foster improvement.

Hosted by Charmaine Keegan

armaine Keegan Networking dri

Stream 2 - Sales Pros

Sales executives, consultants, account managers and BDMs.

Why You Really Win & Lose Deals - A Customers Perspective

- Buyer behaviour and sales cycles shifts.
- Buyer journey evolution and the new norm.
- Sales process transformation and hybrid selling.
- Activities to stay relevant and add value.

Hosted by Cian Mcloughlin

Panel - Mastering B2B Sales: Selling Effectively to CEOs

- Understand the CEO's Perspective.
- Insights into decisionmaking frameworks.
- Importance of credibility and trust:
- Strategies to be more effective

Panels to be confirmed.

Practical steps to become the trusted advisor

- Mastering effective communication
- Demonstrating expertise and industry knowledge
- Insights into a successful sales journey
- Elevating performance as a trusted advisor

Hosted by Charmaine Keegan

Keynote - Sales Success in The New World

- Business models to thrive in amidst economic challenges.
- Customer-centric, valuedriven approach to stand out.
- Practical tips and techniques to enhance performance.
- Human intuition and machine capabilities.

Hosted by Tony Hughes

Networking drinks and canapes for all delegates

SPEAKER PROFILES*



Tony Hughes

Tony Hughes, with 35 years of corporate and sales leadership, is a best-selling author, consultant, and keynote speaker. He co-founded Sales IQ Global, serves on advisory boards, and teaches at top universities. Recognised globally, he's published by The American Management Association and ranked #1 sales blogger, influencing B2B selling worldwide.



Cian Mcloughlin

Cian McLoughlin, with nearly 20 years in business and senior roles in major software firms, founded Trinity Perspectives, specializing in global B2B Sales Transformation and Win Loss Analysis. Author of "Rebirth of the Salesman," he advises worldwide sales professionals and promotes ethical sales practices to ASX and Fortune 500 clients.



Charmaine Keegan

Charmaine Keegan, a 30-year sales authority, has trained 8,000+ professionals in integrity-driven sales strategies. As a certified trainer in NLP and Hypnotherapy, Charmaine's workshops are renowned for practical, results-focused training tailored for sales success.



Billy Tucker

Billy Tucker, CEO at Beonic and founder of Peree.co, with extensive leadership in B2B Marketing and startups. Former CEO of Oneflare, he advises Imperium Capital Group and owns 57 Signals Pty Ltd, focusing on transformative business insights and board service.

*panel speakers and panel chairs to be announced shortly and the website updated. Ticket holders are to be notified via email.

EVENT ATTENDANCE

Event capacity is 300 and super early bird pricing is limited to the first 75 ticket bookings or until July 15. Please visit the event registration page for availability and group discounts www.headofsales.com.au/symposium

Super Early Bird \$395 + GST

- Includes catering and networking drinks.
- Ends July 15 unless sold out.
- Maximum allocation, 75.



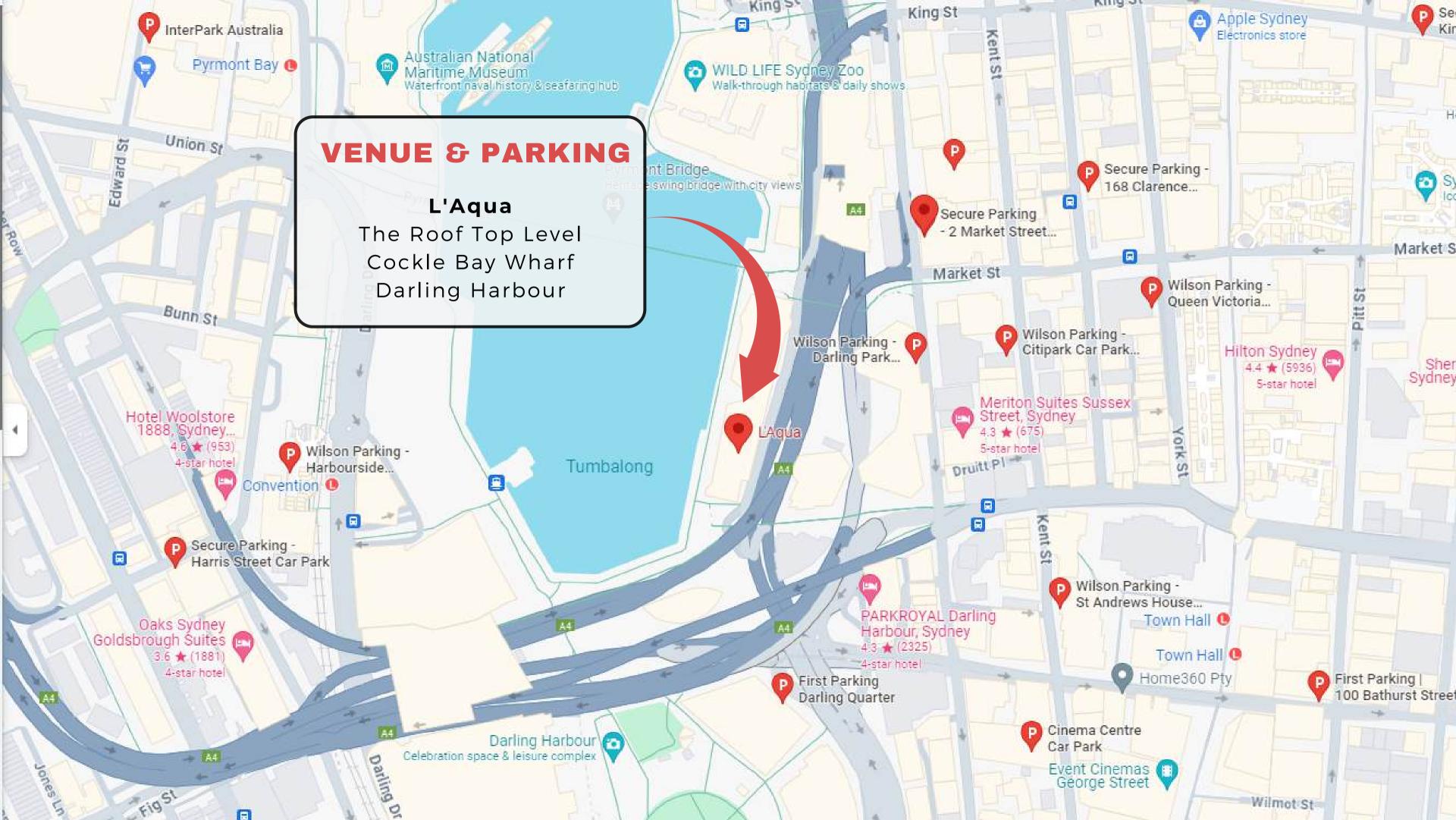
Second Release \$495 + GST

- Includes catering and networking drinks.
- Ends July 31 unless sold out.
- Maximum allocation, 75.



- Includes catering and networking drinks.
- Ends August 16 unless sold out.
- Maximum allocation, 150.





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Event Management

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For event bookings visit: www.headofsales.com.au/symposium