



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 <u>Head Of Sales Symposium</u> is the only independent event in Australia curated for B2B sales leaders and their teams. Symposium speakers are experienced business leaders, industry experts, best selling authors and international speakers. The symposium is hosted by <u>headofsales.com.au</u> which is Australia's leading publication attracting over 25,000 unique visitors every year.

Format – delegates attend a 'half day' of four educational presentations, one panel debate and two networking sessions. The event is fully catered at a five-star venue with morning tea during registrations, a sit down lunch, canapes and networking drinks at sunset.

Who should attend?

- Sales Leaders sales directors, sales managers and team leaders.
- Sales Professionals sales executives, business development and account managers.

5-star venue – <u>L'Aqua</u> offers a rooftop setting and uninterrupted views over Darling Harbour with floor to ceiling windows making it an impressive venue. Delegates experience premier service in the five-star function spaces with balconies to enjoy the waterfront views of Darling Harbour. L'Aqua has direct access to <u>Wilson Parking</u> facilities.



5 KEY TAKEAWAYS

- Ol 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.









PROGRAM OVERVIEW

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

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

Date: Tuesday 20th August 2024 | Registration and morning tea: 11:30 | Lunch: 12.55 - 1.30 | Break: 2.50 - 3.00 | 4.10 - 5.00 Networking drinks and canapes

Session 1

12.00pm

Session 2

1.30pm

Session 3

2.10pm

Session 4

3.00pm

Session 5

3.35pm

Networking

4.10pm

Keynote - Sales Success in The New World Hosted by Tony Hughes

Key Takeaways:

- Adapting Business Models:
 Insight into why adapting business models is crucial for sales success in a changing landscape.
- Customer-Centric Approach: Strategies for creating a customer-centric and valuedriven approach to sales.
- Enhancing Sales Results:
 Practical tips and techniques
 to improve sales performance
 amidst digital distractions.
- Blend of Automation and Humanity: Embracing a 'cyborg' approach to blend machine power with human interaction for effective sales.

Panel - Mastering B2B Sales: Selling Effectively to CEOs Panel announced on website.

Key Topics:

- CEO Perspective: Understanding CEOs' priorities, challenges, and decision-making frameworks.
- Building Trust: Establishing credibility through tailored messaging and deep business understanding.
- Value Propositions: Crafting outcomes-focused propositions aligned with long-term business impact.
- Sales Cycle Navigation:
 Insights into managing
 objections and
 organizational dynamics in
 lengthy sales cycles.

Why You Really Win & Lose Deals
- A Customers Perspective
Hosted by Cian Mcloughlin

Key Takeaways:

- Understanding Wins and Losses: Insights into the real reasons behind winning and losing key deals.
- Customer Motivations: Learn what drives and frustrates B2B buyers during their decisionmaking process.
- Actionable Strategies:
 Proven tactics to mitigate risks in current opportunities and improve win rates.
- Future Readiness: Prepare for changes in buyer behaviours and market trends to stay competitive.

Practical steps to become the trusted advisor Hosted by Charmaine Keegan

Key Takeaways:

- Effective Communication:
 Techniques to articulate value
 propositions clearly and build
 rapport with clients.
- Building Trust: Demonstrating industry knowledge and expertise to establish credibility as a trusted advisor.
- Navigating Sales Journey:

 Insights into navigating each
 phase of the sales process
 effectively for consistent
 success.
- Actionable Insights:
 Strategies to enhance client relationships and drive business growth through trusted advisory roles.

How the Best Closers
Communicate and Win
Hosted by Sue Barrett

- Key Takeaways
- Persuasive Communication:
 Insights into persuasive
 communication methods used
 by top closers.
- Balancing Assertiveness:
 Understanding the line between assertiveness and aggression to maintain professionalism.
- Business Acumen and Emotional Intelligence: Leveraging business savvy and emotional intelligence to understand client needs and manage objections.
- Practical Closing Strategies:
 Actionable tips to boost closing rates, handle objections, and deliver on promises effectively.

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. Director and founder of Smarter Selling, Charmaine's programs are renowned for practical, results-focused training tailored for sales success.



Sue Barrett

Sue Barrett, founder of Barrett and the Selling Better Movement, advocates for human-centered sales. With 30+ years' experience, she promotes business savvy and emotionally intelligent sales and leadership practices through her Selling Better Methodology, improving teams and cultures worldwide. Recognised for leadership and innovation in sales strategy, methodology and culture.

*panel speakers and panel chairs are announced on the website.

EVENT ATTENDANCE

The event capacity is 150. Please visit the registration page for availability and group discounts www.headofsales.com.au/symposium

Super Early Bird \$295 + GST

- Includes catering and networking drinks.
- SOLD OUT JULY 15

Sec. \$395

Second Release \$395 + GST

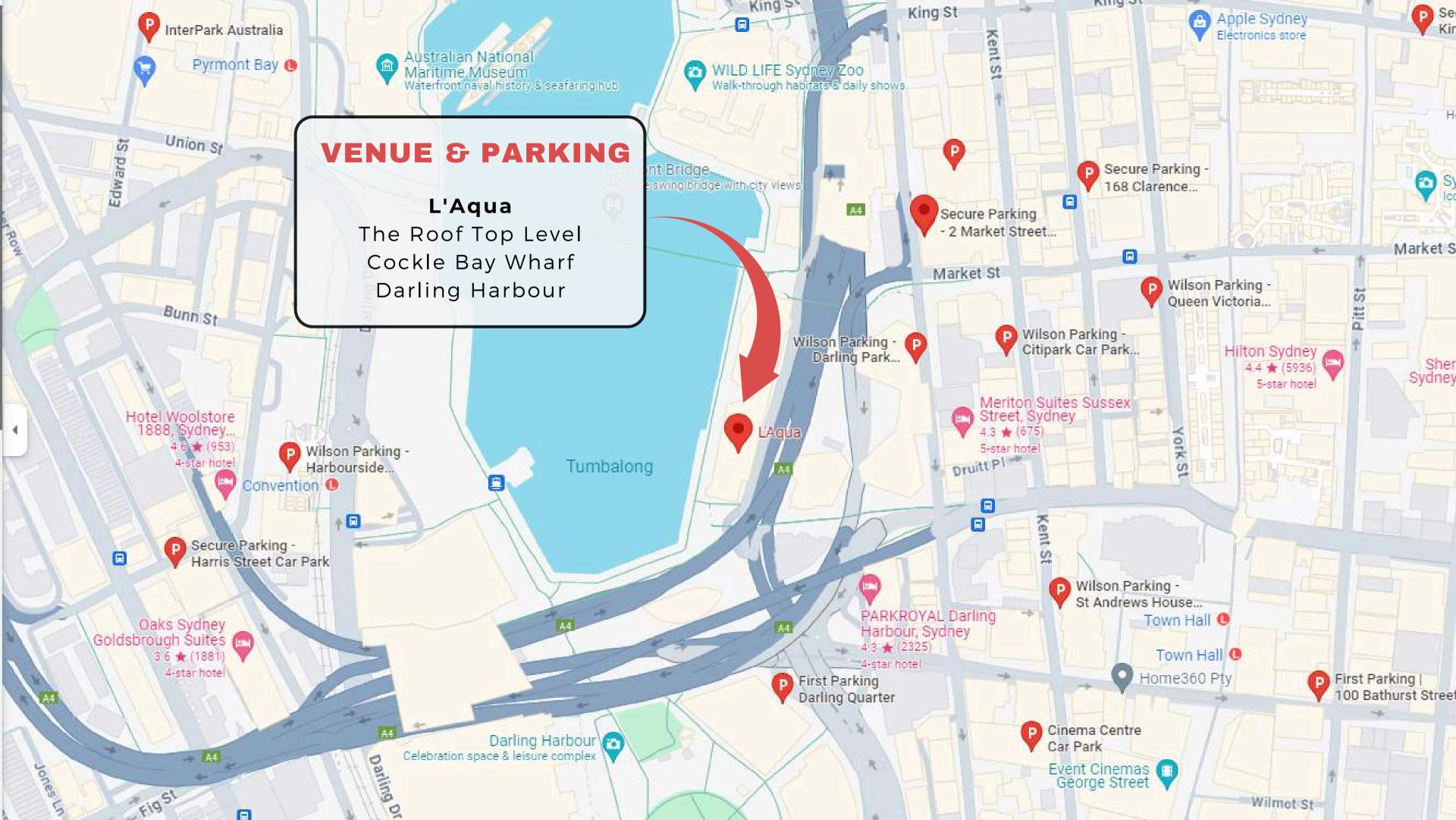
- Includes catering and networking drinks.
- Ends July 31 unless sold out.

Final Release

\$495 + GST

- Includes catering and networking drinks.
- Ends August 16 unless sold out.







CONTACT

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Event Management

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