

**THE THOUGHT LEADERSHIP
ON THE SALES PROFESSION
CONFERENCE
2012**

JUN 5



12:30 PM - 12:45 PM Welcome
Aldrich 112

Presenters: **Tom Steenburgh** and **Mike Ahearne**

12:45 PM - 1:30 PM Kickoff
Aldrich 112

Speaker: **Mike Moorman** (ZS Associates)



Mike Moorman is a Managing Principal at ZS Associates and is based in the firm's Chicago office. He is the leader of ZS's Private Equity practice as well as the firm's Go-to-Market Strategy and Transformation practice area. His primary expertise is in business-to-business sales force strategy, sales effectiveness transformations, and sales force mergers.

He is an active author and has been published and quoted in many leading journals. Additionally, he is a frequent speaker at leading conferences and corporate events. Mike holds a B.S. in aeronautical engineering from Wichita State University and an M.B.A. from the Kellogg School of Management at Northwestern University. Prior to receiving his M.B.A., Mike was an aerospace engineer at NASA and Rockwell International.

1:30 PM - 2:30 PM

Panel on Entrepreneurial Selling

Aldrich 112

Moderator: **Jim Lattin** (Stanford)



He is an advisory board member for several start-up companies, including Design Within Reach and Revionics. Jim Lattin is the Robert A. Magowan Professor of Marketing at the Graduate School of Business, Stanford University. He holds an AB from Dartmouth College (1978) and a PhD in Management Science from the Sloan School of Management at MIT (1984). Jim joined Stanford directly after completing his doctoral program and has been there ever since.



Presenters: **Mark Roberge**

(SVP Sales and Service, Hubspot)

He is a Senior Lecturer in the Entrepreneurial Management Unit at the Harvard Business School.

Prior to HBS, Mark served as SVP of Global Sales and Services at HubSpot (NYSE: HUBS) where he scaled annualized revenue from \$0 to \$100 million and expanded his team from 1 to 450 employees. Mark was ranked #19 in Forbes' Top 30 Social Sellers in the World. He was also awarded the 2010 Salesperson of the Year at the MIT Sales Conference. Mark is active with a number of startups as a board of director's member, advisory board member, and angel investor.

He has been featured in the Wall Street Journal, Forbes Magazine, Inc. Magazine, Boston Globe, TechCrunch, Harvard Business Review, and other major publications for his entrepreneurial ventures.

David Skok (General Partner, Matrix Partners)



David Skok joined Matrix Partners as a General Partner in May 2001. He has a wealth of experience running companies. David started his first company in 1977 at age 22. Since then David has founded a total of four separate companies and performed one turn-around. Three of these companies went public.

Rhonda Kallman (CEO, Port Norfolk Distillery)



As the Founding Partner and Executive Vice President of BBC for 15 years, Kallman, together with Founder Jim Koch, built the most successful craft beer company in the world that now has a \$3 billion market cap. Kallman was the first woman to make a name for herself in the US beer industry; through that achievement, she actively supports the recruitment and promotion of women in the beer business. In 1990, The Institute for Brewing Studies honored Kallman with its Recognition Award for being a “Pioneering Woman in the Beer Industry” as a testament to her impact.

2:30 PM - 3:00 PM

Break

3:00 PM - 4:00 PM

Managing Large Transactions

Aldrich 112

Presenter: **Neil Rackham**



Neil Rackham is known throughout the world as a speaker, writer and seminal thinker on sales and marketing issues. Three of his books have been on the New York Times best seller list and his works have been translated into over 50 languages.

4:00 PM - 5:15 PM

Panel on Strategic Account Management

Aldrich 112

Moderator: **Noel Capon** (Columbia)



Professor Capon teaches the Marketing Strategy core course and the electives Strategic Marketing in the Modern Corporation and Developing and Managing Strategic Customers. His research interests are in key/strategic account management, and marketing planning and strategy. He has published more than 80 articles, book chapters and books.

Presenters: **Pedro Miranda** (Corporate Vice President and Head of of Siemens One, Siemens)



Pedro Pires de Miranda is Corporate Vice President of Siemens AG in Munich and global Head of Siemens One, since 2008. Also Member of the Sales Board, Siemens AG. Since 2012, Executive Head of the Global Center of Competence Cities in London, overseeing business development in 70 cities worldwide, focusing on intelligent infrastructure in the domains of Buildings, Energy and Transportation.

Rosemary Heneghan (Director, International Sales Organization, IBM)



As worldwide solutions executive with IBM's global education industry, she oversees the development of technology products to meet the needs of the education marketplace. In her new IBM position as international sales and operations executive for the Americas, Campbell helps companies become globally competitive.

Recently IBM appointed Ms. Heneghan Campbell International Sales and Operations Executive, North America.



Geoff Williams (VP Global Customers, Schneider Electric)

Geoff Williams has been working for SGBD - Schneider Electric for almost 9 years and, most recently, as Director of Global Strategic Accounts for Microelectronics Customers.

Prior to this assignment, Geoff was a project leader based in Paris working on Schneider's Change Management effort to move from a product-based company to a customer-oriented approach.

Cameron Hyde (SVP, Global Account Operations, Xerox)



Mr. David Cameron Hyde served as Senior Vice President of Global Account Operations for Xerox Corp. since July 2008 and served as its Corporate Vice President. Mr. Hyde served as President of Xerox North American Partners Group and Corporate Vice President of Xerox Corp. since January 2007 and December 8, 2004, respectively. Mr. Hyde was responsible for Xerox North America's indirect channels: North American Resellers, North American Agent Operations and North American Dealer Channel within a single entity. He served as Senior Vice President of North American Agents Operations for Xerox Corp.

5:15 PM - 6:30 PM

Reception

Williams Room

6:30 PM - 8:30 PM

Dinner with Keynote Speaker

Williams Room

Speaker: (Harvard Business School)



Bill George is senior fellow at Harvard Business School, where he has taught leadership since 2004. He is the author of four best-selling books: 7 Lessons for Leading in Crisis, True North, Finding Your True North, and Authentic Leadership, as well True North Groups.

JUN6

7:30 AM - 8:30 AM

Breakfast

Aldrich 110

8:30 AM - 10:00 AM

Track 1: Customer Relationship Management

Aldrich 110

Solution Selling Processes: A Multistudy Investigation of their Antecedents & Outcomes, **Nikolaos G. Panagopoulos** (P)

Gratitude versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization, **Alex R. Zablah** (P), **Hauke A. Wetzel**, **Maik Hammerschmidt**

Selling to First Customers: Customer Acquisition Strategies for Start-Ups, **Vincent Onyemah** (P), **Martha Rivera Pesquera**, **Abdul Ali**

Moderator: **Paulo Guenzi**, **Ron Davis**, **Michael Blach**, **Bob Kelly**

Track 2: Compensation 1

Aldrich 111

Do Bonuses Enhance Sales Productivity? A Dynamic Structural Analysis of Bonus-Based Compensation Plans, **Doug J. Chung** (P), **Tom Steenburgh**, **K. Sudhir**

Bonuses vs. Commissions: A Field Study, Raghunath **Singh Rao** (P)

Paying \$30,000 for a Gold Star: An Empirical Investigation into the Value of Peer Recognition to Software Salespeople, **Ian Larkin** (P)

Moderator: **Shantanu Dutta**, **Glenn Mason**, **Joe Stallard**

10:00 AM - 10:30 AM

Break

Aldrich

8:30 AM - 10:00 AM

Track 1: Managing across Organizational Boundaries

Aldrich 110

Are Product Sales People From Mars and Service Sales People From Venus? Key Challenges in Implementing B2B Service Growth Strategies

at the Industrial Sales Force Level, **Wolfgang Ulaga** (P), **James Loveland**

How to motivate salespersons to help team colleagues with the sale of new products?, **Michel van der Borgh**, **Ad de Jong** (P), **Ed Nijssen**

The Impact of Internet Communication Technologies on B2B Sales Force Organization, **Murali K. Mantrala** (P), **Sönke Albers**, **Vamsi K. Kanuri**

Moderator: **Greg Marshall**

Presenters: **Roland Dietz**, **Manu Seth**, **Mark Russ**, **Mitch Kingston**

Track 2: Key Account Management

Aldrich 111

Sales Performance Drivers in a Multi-Tier Sales Organization, **Michael Ahearne**, **Anne T. Coughlan** (P), **Dominique Rouzles**

Managing Complexity in Sales Organizations, **Christian Schmitz**, **Shankar Ganesan** (P)

Negotiating Strategic Purchases: Why How You Do it Matters More than What You Offer, **Frédéric Dalsace**, **Erin Anderson**, **Dimitri Kapelianis**, **Sandy Jap** (P)

Moderator: **Lynette Ryals**, **Sonny Ali**, **Jim Ford**, **Bernard Quancard**

12:00 PM - 1:30 PM

Lunch

Aldrich

1:30 PM - 3:00 PM

Track 1: Sales Force Effectiveness

Aldrich 110

Metrics for Assessing Salespeople's Relative Selling Effectiveness: An Empirical Approach, **Wei Zhang** (P), **Ajay Kalra**

The Impact of Sales Manager Time Allocation on Sales Team Performance: Should Sales Managers Sell, Manage, or Both?, **Doug Hughes**, **Adam Rapp** (P), **Andrew Petersen**

Does a Salesperson Have a Future? Understanding the Drivers of a Salesperson's 'Future' Potential, **V. Kumar** (P), **Sarang Sunder**, **Robert P. Leone**

Moderator: **Eli Jones**, **Richard Cerrone**, **Byron Matthews**, **Alexandre Nogueira**

Track 2: Third Party Sales

Aldrich 111

A New Flexible Method to Measure and Improve Third Party Sales Force Productivity, **Sudhir Voleti**, **Venky Shankar** (P), **Pulak Ghosh**

Improving the Management of a Reseller Network: An Examination of Predictive Power of Evaluations and the Benefits of Information Sharing, **Clay Voorhees** (P), **Doug Hughes**

Building on and Sustaining Excellence: Salespersons' Product Information System Adoption, Continuing Usage, and Performance, **Kersi D. Antia** (P), **Bharat L. Sud**

Moderator: **Ajay Kohli** **Kathy Daly-Jennings**, **Tony Duran**, **Allan Scott**, **Brady Hare**

3:00 PM - 3:30 PM

Break

Aldrich

3:30 PM - 5:00 PM

Track 1: Sales-Marketing Interface

Aldrich 110

Identifying paths to convergence between sales & marketing : The contribution of CRM, **Wesley J. Johnston** (P), **Othman Boujena**

Managing Sales at Arms-Length: Creating Channel Salesperson Brand Evangelists, **Doug Hughes** (P)

Moderator: **Fred Wiersema** **Steve Erickson**, **Jamil Maqbul**, **Prashant Nikam**, **Jason Romsey**

Track 2: Compensation 2

Aldrich 111

Sales Incentive Designs and Inter-personal Comparisons, **Mengze Shi** (P)

Improving Salesforce Compensation: A Structural Approach, **Sanjog Misra** (P), **Harikesh Nair**

Thrill of Victory and Agony of Defeat: Emotional Rewards and Compensation, **Nyladri Syam** (P)

Moderator: **Manfred Krafft** **Paul Helmore**, **Lindsey Nelson**, **Ash Deshmukh**, **Doug MacSwan**
