

2007 Executive Briefing Content Description

Day One

1-4:30 PM

Preview of New Research: Sales & Sales Management Best Practices

(Seating limited to 15. Call 800-227-4332 to reserve your seat.)

What drives distribution sales beyond what the market is prepared to give? The Solus Institute brings you the results of recent research sponsored by the National Association of Wholesaler-Distributors (NAW) that reveals best practices for sales and sales management. Come preview our findings and join in the discussion on how to implement these best practices. Lunch provided.

6:30 - 9:30 PM

Opening Session, Peer Networking Dinner

Get to know other participating distribution executives over an exceptional meal that invites sharing and collaboration.

Day Two

8:30 - 9:15 AM

Performance Illusions in Distribution Sales

Over the past decade distributors have invested millions of dollars to deliver greater value to their clients, build strong customer relationships, and increase revenues. They've developed technology platforms, sent their people to training, and created sophisticated support systems to increase sales effectiveness. The result? Most distribution sales professionals continue to sell the same way they sold before those investments! In this session we differentiate between success and the *illusion* of success, and challenge you to run a reality check on your performance initiatives.

9:15-10 AM

A Holistic Approach to Driving Sales

Just how challenging is "business as usual" in this day and age? Let us count the ways: markets change, competition evolves, clients demand more, technology impacts at every level, product sameness blurs our identity, and manufacturers "go direct" to end users. In spite of these hurdles, executive management can develop, sustain and champion an approach that not only wins business, but grows its sales team in the process. In this session we'll look beyond the appearance of "good selling" to creating a sales culture where excellence is expected, supported *and* rewarded. Join us as we explore how to move your sales organization away from "programs of the day" to a strategic model of performance that drives consistent, cumulative sales growth for the short and long term.

10:20 - 11:30 AM

Optimizing the Sales Organization for World Class Implementation

In a business environment where loyalty is questioned, distributors grapple with how to develop an inspired, focused, and committed sales team where each member serves as a steward of the

brand. Now, more than ever, it is critical that we rally both sales management and personnel around our corporate vision and strategy so they remain involved, committed, and active while continuing their quest for improvement. This session delivers proven best practices that feed the corporate culture with accountability and discipline, and rouse individual competitiveness.

11:30 AM - 1 PM

Lunch With Roundtable Discussion

Get to know other distribution leaders during our working lunch, while exploring an area that interests you at an assigned table through a facilitated discussion.

1 - 2:15 PM

Disney Institute: Building a High Performance Culture

Walt Disney once said, "You don't build it for yourself, you know what the people want, and you build it for them." This fundamental principle continues to guide the best practices of Walt Disney Company through its Disney Success Formula. In this high-energy presentation, Disney Institute explains the "value equation" used by Walt Disney World Resort, the world's number one vacation destination and the largest single-site employer in the U.S. See how Disney's expertise in leadership, people management, visioning, service and loyalty all drive success. Learn how to apply the Disney principles to your business to create a culture that drives peak performance.

2:30 - 3:30 PM

Build Your Own Implementation Roadmap

This concluding hands-on session guides you through the drill down process of building your own implementation plan. We'll walk you through a gap analysis evaluation of your sales performance culture so that you leave with identified areas of strength and opportunities for improvement. Your personalized plan will outline steps you can take to drive unity of mission, sustained focus, and continuous improvement in your sales organization -- all aimed at achieving superior sales results.