

**Sales Strategy Process+ Sales Personnel Process +Sales Operation Process  
= Sales Team Execution**

**During my research, I found many sales managers preferred to develop sales strategy but paid little attention to sales execution. In fact, in all the most successful sales teams and organizations, sales execution always plays an important role.**

**I look forward to meeting you in Shanghai, China in March, 2010 to share with you the useful strategies, methods, tools and systems to link sales strategy and sales execution.**

**——Jack Wilner, guru of Sales Management**

## **2010 World Sales Management Forum Link Sales Strategy and Sales Execution**

**March 10, 2010, Hua Ting Hotel & Towers, Shanghai China**

### **Why sales managers should not miss the forum?**

As the sales strategy, sales goal and sales plans are all set for the year 2010, the most important thing for sales managers in China after the Spring Festival is to fulfill the strategy through efficient sales execution. Although it is tough to set the strategy, sales execution is much more challenging. As the survey that Wilner Associates carried out in more than 1000 companies around the world suggests, over 70% problems that caused failure in meeting the sales goals are resulted from sales execution, not strategy. This forum is a must-attend one after Chinese sales managers return from the Spring Festival.



**On March 10, 2010, Mr. Jack Wilner, father of modern sales management, will come to China and lead the 2010 World Sales Management Forum. He will bring to you the latest research in sales team execution and share with you the secrets of how to link sales strategy and sales execution in different aspects like strategy break-down, team execution, process control, etc.**

### **5 Modules and Key Topics**

#### **Module 1: 3 processes to build successful sales execution-analyzing the structure**

David Shen, famous sales execution expert, will deliver the opening speech. Based on the real experiences that he earned from helping the Chinese companies to build sales execution these years and his research on execution system, David will break down the sales execution to 3 processes and present the guidance to link sales strategy and sales execution.

#### **Module 2: The difficulties in sales team execution and the solution-focusing on the key points**

Jason Ho, renowned sales management and execution expert in Asia, has collected the problems that MNCs encountered when exploring Chinese market. He will present them to the participants and provide the special solutions and suggestions.

### Module 3: How to link sales strategy and sales execution-presenting the strategy

Dr. Sun Yong Ling, renowned strategy execution expert in China, will present how to link execution and strategy, especially in the field of sales management, and bring her solutions and useful tools.

### Module 4: How to build a sales team with efficient execution-controlling the process

Mr. Jack Wilner, father of modern sales management and the most important keynote speaker of the forum, will share with the participants the 7secrets of building the sales team with efficient execution.

### Module 5: Case studies: Sales strategy and execution in Chinese companies-sharing the practices

Two senior executives of sales management from top Chinese companies, will share with the participants their insights and real experiences.

## Program Agenda

Time	Content	Speaker
09:00-10:00	<b>Module 1: The important of sales execution and 3 processes</b> <ol style="list-style-type: none"><li>Why sales execution is so important</li><li>3 processes of sales execution</li><li>Key control parts in efficient sales execution</li></ol>	<b>David Shen</b> Famous Sales management trainer and consultant
10:00-11:00	<b>Module 2: The difficulties in sales team execution and the solution</b> <ol style="list-style-type: none"><li>Ranking of sales execution difficulties</li><li>The sources of sales execution difficulties</li><li>The solutions</li></ol>	<b>Jason Ho</b> Top sales execution expert in Asia
11:00-12:00	<b>Module 3: How to link sales strategy and sales execution</b> <ol style="list-style-type: none"><li>How to break down the strategy to execution</li><li>4 levels to measure if the strategy is executed efficiently</li><li>Sales ScoreCard</li></ol>	<b>Dr. Sun Yong Ling</b> Strategy execution expert Writer of numerous best sellers Most respected management consultant in China
12:00—13:15	<b>Lunch</b>	
13:15—16:00	<b>Module 4: How to build a sales team with efficient execution</b> <ol style="list-style-type: none"><li>How to lead a sales team with efficient execution</li><li>7 secrets to build the sales team execution</li><li>Use the 7 secrets</li></ol>	<b>Jack Wilner</b> Renowned international sales management guru
16:00-17:30	<b>Module 5: Case studies: Sales strategy and execution in Chinese companies</b> <ol style="list-style-type: none"><li>Which kind of leadership is needed</li><li>Which tools are needed</li><li>Which obstacles to overcome</li><li>Strategy or Execution</li><li>Why execution is so hard</li></ol>	<b>James Chen</b> VP, Intel China <b>Andy Luo</b> Sales GM of a famous company
17:30—17:45	End of the event	<b>David Shen</b>

## About Mr. Jack Wilner



Jack Wilner is an internationally recognized sales consultant and trainer with over 30 years of experience in sales and marketing. A popular speaker and trainer in the workshops and conferences, Jack Wilner is recognized as Father of Sales Management.

He received a BS degree from the U.S. Naval Academy and a MBA from the Graduate School of Business, University of Chicago. He is professor of North Carolina University and Guilford College. He is also an active member of the ASTD, AMT, NSA, Toastmasters and AMA, etc. and received James R. Ball award from ASTD. He is remarked as the best speaker for three continuous years by AMA. The tape of his speech in the annual international conference of ASTD is the best seller for 2 continuous years. He is also a retired member of the Professional Society for Sales & Marketing Training, where he was recognized as a top-notch chairman of one of the society's best semiannual conferences on quality in sales.

Mr. Wilner has a solid background with Wrangler, one of the world's well-known jeans manufacturers. During his 20 years with Wrangler, he was a successful salesman and sales manager, prior to being promoted as Wranglers first director of sales and marketing training. He founded result-oriented sales training module which make the sales department of Blue Bell Incorporated the best performing one in the industry.

Since his retirement, he has become a results-oriented sales and marketing consultant and trainer in the U.S. as well as internationally. His clients include many Fortune 1000 companies in fields as diverse as apparel, automotive, communications, finance, food service, footwear, healthcare management, hardware, insurance, and retail, as well as a number of trade associations and professional societies.

A popular speaker at seminars and conferences around the world, Mr. Wilner is the author of Seven Secret to Successful Sales Management, The Best of Sales Training. Jack has also contributed to Sales Management Handbook, Here Come the Sales Trainers and various sales journals. His wide assignment client base has provided him expertise in designing and delivering programs that are customized to the needs of the participants.

## Target Attendee

General Manager, Sales VP, Marketing Director/Manager, Sales Director/Manager, Regional Sales Manager, Account Director/Manager, Training Manager, Sales Trainer, etc.

## Register Now!

### Fees

- Seat A: RMB 6880 per person, including event participation, VIP seat in the first 2 rows, Photo with experts, lunch and tea breaks, 2 books with Mr. Wilner's signature, etc.
- Seat B: RMB 4980 per person, including event participation, lunch and tea breaks, etc

Please fill in the form and fax to (86)21-54788957. We will confirm with you via email or phone call.

If you have any questions or inquiries, please contact Harry Wong at (86)21-54788759 or [harryw@kbcchina.com](mailto:harryw@kbcchina.com).

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Attendees Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Dir Line/MP: \_\_\_\_\_ Email: \_\_\_\_\_  Seat A  Seat B

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