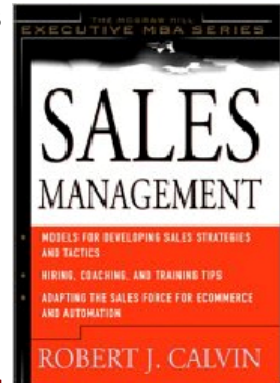


**Sales Strategy Process+ Sales Personnel Process +Sales Operation Process
= Sales Team Execution**

Sales Managers have to keep sales growing whether the economy goes up or down. As the market is shrinking and there are limited resources available, our biggest hope is to improve the sales team execution.

Execution is hard and sales team execution is the hardest of all. The loss caused by inefficient sales execution is a very large number. I look forward to meeting you in Beijing, China on October 16, 2009 to share with you the 7 best practices in sales team execution around the world.

—Robert Calvin, Professor, Chicago Booth



2009 Sales Management Guru Seminar Sales Team Execution for Sales Growth

October 16, 2009, Avic Hotel, Beijing China

Sales Team Execution For Sales Growth

Growth! Growth! Growth! No matter the economy is up or down, it is always sales managers' responsibility to keep sales growing, which is really stressful and challenging.

Frequently we find there is no room for sales growth to meet the annual, seasonal or even monthly performance evaluation index, no sufficient resources and support for sales growth and no possibility for sales to grow due to the global recession. Efficient sales team execution is our biggest hope to explore the potentials for sales growth.

This October 16 in Beijing China, world recognized sales management guru, professor of Chicago Booth, Bestseller writer Mr. Robert Calvin, will lead a group of top experts around the world to share with Chinese sales managers how to facilitate the sales growth with world recognized practices, experiences and inspirations.

Target Attendee

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

Who have registered

Dell, Whirlpool, B & Q, UnionPay, Pepsi, Ingersoll Rand, Novartis, Wall's, Tom Outdoor Group, Yili Group, DKVE, JMC, Ebro, Volvo, Yanfeng Visteon, Zhejiang Grand Trade, Novo Nordisk, Ufida, Carrefour, Founder Group, ABB, Silver Bus, Maersk, Sinotrans, Markor Home, etc.

Features of this Seminar

- The seminar is designed based on the successful experiences of Chicago Booth. 4 modules are consistently targeting at solving problems and providing applicable tools. The seminar is quite different from local seminars which are more theoretical and conceptual than practical.
- Robert Calvin, a world-recognized guru on sales management, will be the keynote speakers of the seminar. Dr. Calvin is one of the founders of modern sales management system of the world and he will provide on-site consulting services to participants of the seminar.
- The world recognized Sales Management Model developed by Management Dimensions Inc. will be delivered by Dr. Calvin to share with all the participants. It can be easily applied to daily work.
- The seminar focuses on models, tools, experiences, cases, solutions, not on strategies, concepts, ideas, theories.
- Participants of the seminar will be offered solutions and experiences from top sales management experts and practitioners. Many famous business leaders will attend the seminar.
- Consultative training is another feature of the seminar. Participants will be asked to submit problems that they'd like to consult. Solutions will be provided during and after the seminar.

Key Topics and Benefits of Participation

Module 1: 7 best practices in sales team execution for sales growth around the world

Based on the speeches, consultation, case studies and applications around the world in the last 5 years, sales management guru Mr. Robert Calvin have summarized 7 best practices in sales team execution for sales growth.

Module 2: Weak Points and Driving force in sales team execution for sales growth

Four top experts around the world will have panel discussions on Weak Points and driving force in sales team execution for sales growth.

Module 3: Coaching sales execution in multinational companies: experiences, cases and inspiration

Renowned sales management consultant Mr. Uwe Peter will share with the participants how coaching sales execution will facilitate the sales growth based on his own working experiences as a sales GM in a multinational company and consultant in sales management.

Module 4: How we use efficient sales execution to deal with the pressure for sales growth

Two top Chinese sales managers will share with the participants their real experiences.

Program Agenda

Time	Content	Speaker
09:00-09:15	Opening Speech: <i>Sales Team Execution for Sales Growth</i>	David Shen Famous Sales management trainer and consultant
09:15-12:00	Training Session: <i>7 best practices in sales team execution for sales growth</i> <ol style="list-style-type: none"> 1. Coaching sales team for sales skills improvement 2. Selecting the best sales person 3. Stimulating the sales person with incentives 4. Allocating the sales team 5. Forecasting the sales performance 6. Motivating the sales team 7. Evaluating the sales person performance 	Robert Calvin World renowned sales management guru Professor of Chicago Booth President of Management Dimensions Writer of best seller <i>Sales Management</i> Winner of Soundview Award
12:00— 13:30	Lunch	
13:30— 14:15	Brainstorm: <i>Weak Points and Driving force in sales team execution for sales growth</i>	Robert Calvin/Uwe Peter Peter Luo/David Shen
14:15— 15:30	Training Session: <i>Coaching sales execution in multinational companies: experiences, cases and inspiration</i> <ol style="list-style-type: none"> 1. Break the ceiling that holds back the sales growth 2. Sales management coach with perfect execution 3. How to improve the sales team execution and performance 4. How to response to the behavior that harms the performance with coaching sales execution 	Uwe Peter Famous international consultant and trainer Certified expert of European coach association Sales director, Bertelsmann Group
15:30— 16:30	Training Session: <i>Sales growth based on efficient sales execution</i> <ol style="list-style-type: none"> 1. Establish sales execution culture 2. Analyze sales execution from angles of people, target, control and motivation 3. Efficient control over the sales loss point 	Peter Luo Sales GM, Bright Dairy Famous for his unique point of view
16:30-17:30	Training Session: <i>Sale execution case study</i> <ol style="list-style-type: none"> 1. Why sales execution is so hard? 2. Sales execution problem is performance problem 3. Share the countermeasure and tools 	James Chen VP, Intel China
17:30— 17:45	End of the event	David Shen

About Mr. Robert Calvin



Mr. Robert Calvin is a world renowned expert in sales management. His book *Sales Management: Building excellent sales team* is regarded worldwide as one of the best in the sales management field.

Mr. Robert Calvin is president of Management Dimensions Co, Ltd. , a leading consulting company in sales management training, business and marketing, strategy, serving most of the Fortune 500 companies. Till now, tens of thousands of American sales managers have taken part in the management dimensions professional training and improved tremendously. Mr. Robert Calvin also teaches Sales Management for Chicago Booth EMBA program.

Mr. Robert Calvin has solid working experiences of over 30 years. He started his career as a sales person and was promoted to be sales manager, sales vp and finally general manager.

Mr. Robert Calvin writes several best sellers including *Sales management of developing companies*, *Sales Management for business growth*, *Entrepreneurial Management and Sales Management*, which wins SoundView Award and also is selected as teaching material for China EMBA program.

Mr. Robert Calvin had a MBA degree from Columbia University.

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. Calvin's signature, etc.
- Seat B: RMB 4880 per person, including event participation, lunch and tea breaks, etc

Registration Form

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 .

Company: _____

Address: _____

Contact Person: _____ Title: _____ Email: _____

Telephone: _____ Fax: _____

Attendees Information

Name: _____ Title: _____ Dir Line/MP: _____ Email: _____ Seat A Seat B

Name: _____ Title: _____ Dir Line/MP: _____ Email: _____ Seat A Seat B

Name: _____ Title: _____ Dir Line/MP: _____ Email: _____ Seat A Seat B