

**1** **FIRST**  
OF ALL:  
STAY  
ON TOP

# MODERN SALES MANAGEMENT

December 13–15, 2016  
ESMT Campus, Berlin

**MANAGE THE MAIN CHALLENGES  
THAT CONFRONT YOUR COMPANY  
IN SALES MANAGEMENT**



**Executive Education  
Ranking 2015**

**The most recent international rankings  
confirm the program excellence at ESMT**

*Financial Times* ranks ESMT 11th worldwide in  
executive education and number one in Germany



JOHANNES HABEL, MSM Program Director

# MSM FACULTY

## JOHANNES HABEL (PROGRAM DIRECTOR)

is a lecturer at ESMT. In his program development, consulting, and teaching, he focuses on sales and marketing management. His research passion lies in analyzing how to improve the success of large field forces. His results have been published in some of the world's most renowned academic management journals, such as the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. For his research projects, Johannes has cooperated with leading German corporations in the automobile, airline, technology, and retail industries. Before joining ESMT, Johannes worked as a strategy consultant for Booz & Company for several years. He consulted on strategy and organization for major international corporations in the technology, telecommunications, pharmaceutical, and financial services industries as well as for public-sector organizations. Johannes studied business administration at Mannheim University and received his doctorate in sales management from Ruhr University Bochum.

## OLAF PLÖTNER

is a professor and the dean of executive education at ESMT. He was one of the first faculty members to join ESMT in 2002 and served as the managing director of ESMT Customized Solutions GmbH. Olaf's current research and teaching focus is on strategic management, industrial market management, and sales management in global B2B markets. His work is reflected in his most recent book, *Counter Strategies in Global Markets*, published by Palgrave Macmillan, Springer, and SDX Shanghai. His research has been portrayed in journals such as *Industrial Marketing Management* and the *Journal of Business and Industrial Marketing* as well as in leading international media such as CNN, the *Wall Street Journal*, the *Times of India*, the *Frankfurter Allgemeine Zeitung*, *China Daily Europe*, and the *Financial Times*. Olaf is a visiting professor at the Darden School of Business and Shanghai Jiao Tong University. Olaf also worked as a consultant at the Boston Consulting Group in Frankfurt and as a director at Siemens AG in Boston.

## JAN WIESEKE

is a visiting lecturer at ESMT and has held the chair in the marketing department at Ruhr University Bochum since 2008. He is a specialist in sales management and psychological processes within organizations. Jan is one of the internationally leading marketing researchers within his discipline. His work has been published in the world's most renowned marketing journals, such as the *Journal of Marketing* and the *Journal of Marketing Research*.

# TUITION\*

€3,300

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

\* Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:  
[www.esmt.org/gtc](http://www.esmt.org/gtc)

## WHO SHOULD ATTEND

Managers with several years of professional experience in sales, marketing, or customer management.

## INDIVIDUAL KEY BENEFITS

Participants will get to know approaches to modern sales management. They will learn how to build and manage a successful sales force in today's market and analyze best-practice examples. Moreover, participants will take a critical look at their personal approaches to sales management and plan specific actions for optimization.

## ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented and open up new perspectives to participants. Modern Sales Management (MSM) will transport the competencies required for a contemporary management of sales into a company. Moreover, the program will capitalize on the exchange between executives from different industries and companies – a diverse network whose joint knowledge will be for the benefit of a participant's company. In addition, each program is an opportunity to promote and retain valuable personnel.

**S**ales management has never been as challenging as it is today. Business models are changing as company managers strive to establish themselves as solution providers while capitalizing on digitalization and handling global competition. At the same time, it is becoming increasingly difficult to find, lead, and retain qualified sales personnel who are able to cope with these challenges.

Against this backdrop, sales managers need to rethink established practices. To support managers in this endeavor, MSM answers the question of how to manage sales in a modern way. Participants will learn about the newest scientific insights and how to build and steer a winning sales force while effectively managing customer relationships. Participants will also discuss how to implement the required changes and strategies when dealing with resistance.

## TOPICS INCLUDE

- ✓ **Current challenges in sales management:**  
Servitization, digitalization, internationalization
- ✓ **Building the salesforce:**  
Attracting and selecting qualified sales representatives
- ✓ **Managing the salesforce:**  
Modern KPIs and incentive systems, managing change in the sales organization
- ✓ **Managing customer relationships:**  
Modern CRM, insights into customer psychology

## METHODS

We have designed an experience-based program for executives. As a result, MSM relies on methods specifically chosen for this group, including business cases, lectures, discussions with peers and faculty, group work, and plenary discussions.

# MSM PARTICIPANT GROUPS

## REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

Account Manager, Branch Manager, Business Development Manager, CEO, CFO, Customer Relationship Director, Director, Head of Department, Key Account Management, Managing Director, Marketing Manager, Payroll Expert, Product Specialist, Regional General Manager, Regional Sales Management, Relationship Manager, Sales Manager, Senior Relationship Manager, Strategy Manager, Vice President

## COMPANIES REPRESENTED INCLUDE

ABB Schweiz, Allianz, Bundesdruckerei, Celesio, CNN International, COLUMBUS McKINNON Engineered Products, Daimler, Deutsche Bank, E.ON, Lufthansa, MAN, Raiffeisen Waren-Zentrale Rhein-Main, RWE, Siemens, SKF, T. Garanti Bankasi, Taiwan External Trade Development Council, thyssenkrupp, UniCredit Bank

## COUNTRIES REPRESENTED INCLUDE

Austria, Belgium, Bulgaria, China, Czech Republic, France, India, Ireland, Italy, Liechtenstein, the Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States



# POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a new university-level certificate offered by ESMT. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Management of Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

MSM is part of the cluster Management of Technology and Strategy and counts toward 3 of the 18 days necessary to gain the diploma.



For more information go to:  
[www.esmt.org/postgraduatediploma](http://www.esmt.org/postgraduatediploma)



Inspiring and highly recommended. Provides a professional approach to theories and methods. Excellent preparation for the transfer to practical applications.

*Udo Engels, Vice President Sales EMEA,  
Orion Engineered Carbons*



### ADMISSIONS AND PROGRAM MANAGER

Our admissions manager, Carina Fechner, will be glad to answer any questions you might have regarding this program.

Please also contact her with respect to the program's organization and your accommodation during the program.

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