

“SHARPENING YOUR SALES FOCUS”

November 10, 2009
Ararat Park Hyatt Hotel,
Ul. Neglinnaya 4, Moscow
09:30 – 16:30 (registration at 09:00)

9.00 – 9.30	- REGISTRATION -
9.30 – 9.40	Opening speaker– Tim Carty, Chairman of the HR committee, Partner, Ernst and Young
9.40 – 10.00	INTRODUCTION -From sales strategy to sales roles – Derk Jan Koole, General Director, Hay Group
10.00 – 11.30	<p>SALES ORGANIZATION. RESOURCING AND BUILDING SALES TEAMS. SELECTING SALES STAFF.</p> <p>Chaired by Tim Carty, Partner, Ernst and Young</p> <p>RECRUITING SALES STAFF – CREATING BEST PERFORMING TEAMS – Andrey Chulakhvarov, Head of General staffing department, Coleman Services and Natalia Stepina, HR Director Russia and CIS, LVMH (Moët Hennessy. Louis Vuitton)</p> <p>THE RIGHT PEOPLE IN YOUR TEAM. BUILDING SALES TEAMS. INTEGRATING SKILLS AND COMPENTENCIES. – Andrey Shlesin, Head of training practice, SHL Performance Academy</p> <p>3M RUSSIA EXPERIENCE: HOW TO INSPIRE AND INVOLVE EMPLOYEES INTO DEVELOPMENT CYCLE - Alina Ermolayeva, Sales Trainer, HR Department, 3M</p>
11:30 – 11:50	-COFFEE-
11:50 – 13:00	<p>COMPETENCIES AND SKILLS ASSESSMENT AND DEVELOPMENT. LEADERSHIP IN SALES TEAMS.</p> <p>Chaired by Andrey Shlesin, Head of Training practice, SHL Performance Academy</p> <p>HOW TO STRUCTURE AND MOTIVATE PEOPLE IN A SALES SYSTEM – Grigory Finkelstein, Partner, Ecopsy Consulting and Oleg Baranov, Managing partner, Neoflex</p> <p>HOW BETTER LEADERS CREAT MORE SALES – Derk Jan Koole, General Director, Hay Group</p> <p>FROM SERVICE TO SALES – Daria Rudnik, Head of Learning and development, Swedbank</p>
13.00 – 14.30	- LUNCH -
14.30 – 16.00	<p>MOTIVATION OF SALES STAFF.</p> <p>Chaired by Derk Jan Koole, General Director, Hay Group</p> <p>MANAGING THE VARIABLE PAY CHALLENGE - Anne Ramsay, Chairman of the compensation and benefits subcttee, AEB HR committee</p> <p>NON-MONETARY FORMS OF SALES STAFF MOTIVATION – SPECIFIC CASES – Maria Kotova, Executive Director, Knight Frank</p> <p>Topic to be confirmed - Gerald Sakuler, General Director, Bene office furniture</p> <p>Topic to be confirmed – Katerina Mouravieva, Sales Director, Swissotel Krasnye Holmy</p> <p>Topic to be confirmed – Vitaly Taubert, Director for Sales Mercedes-Benz Passenger Cars Mercedes-Benz Russia ZAO</p>
16.00 – 16.20	CLOSING REMARKS AND QUESTIONS AND ANSWERS SESSION– Derk Jan Koole , General Director, Hay Group