



E-REWARD PRESENTS SHOWCASE ON SALES COMPENSATION 2017

WHEN:

Thursday 11TH MAY

Our conference is only a short time away now and we are looking forward to welcoming you to the event.

WHERE:

Millennium Gloucester Hotel Kensington, 4-18 Harrington Gardens London SW7 4LH

SCHEDULE:

Registration starts from 8.30am. The conference will close at about 5pm.

HERE ARE THE:

- Administration details
- Programme timings
- Speakers details
- Sponsor profiles

GET IN TOUCH:

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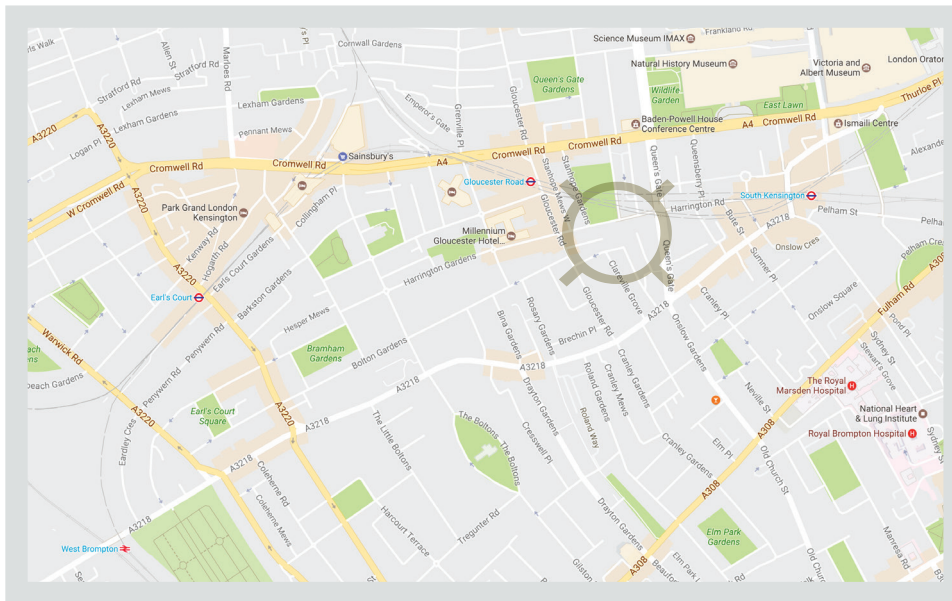

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VENUE AND ADMIN. DETAILS

The venue

Millennium Gloucester Hotel Kensington, 4-18 Harrington Gardens London SW7 4LH



Getting there

Set in South Kensington, the Millennium Gloucester Hotel Kensington is almost next door to Gloucester Road underground station, served by the District, Circle and Piccadilly lines.

Documentation

All of the available speaker presentations for the conference will be added (in PDF format) to a special page on the E-reward web site, accessible to delegates only. We will email you details about how to download them as soon as we receive the presentations from the speakers.

If any speakers are unable to get their slides to us on time we aim to email them to you the day after the conference.

No hard copies of the documentation will be available on the day of the conference. We will, of course, be providing plenty of notepaper and pens for note taking during the day.

Special requirements

Please let us know if you have any special requirements as soon as possible so we can plan accordingly.

Hotel accommodation

Delegates are responsible for their own accommodation. To reserve your accommodation at the hotel, please visit the hotel's online registration page (Note: we don't have any discounts codes):
Millennium Gloucester Hotel Kensington



PROGRAMME

The conference will be led by Mark Donnolo, Managing Partner of SalesGlobe, and Michelle Seger, the firm's Global Practice Lead.

8.30: REGISTRATION AND BREAKFAST

Showcase

Join us for breakfast and networking whilst visiting our exhibitors

9.30: INTRODUCTION – A GUIDE TO THE OBJECTIVES OF TODAY'S EVENT

Mark Donnolo and Michelle Seger, SalesGlobe

9.35: SALES COMPENSATION DESIGN – CHALLENGES AND BEST PRACTICES

Mark Donnolo and Michelle Seger, SalesGlobe



10.20: SPONSOR PRESENTATION: OPENSYMMETRY THE SECRET OF SHIFTING SALES CULTURE TO DRIVE MAXIMUM ROI

Culture is the defining core of every business, but aligning culture from executive vision to the actual engagement of the customer through the sales team is an ever-moving target. The formula used for the emphasis and de-emphasis of different sales culture values will ultimately shift the change to drive behaviour that reflects the overall corporate strategy. This is done through meticulous incentive compensation plan design. Join Jon Clark as he walks through client case studies to reveal how organisations have taken a strategic approach to drive sales through employee engagement, incentive plans, and performance metrics, in order to build the right sales culture and maximize ROI.

Jon Clark, Director of Strategy Services, OpenSymmetry



11.00: SHOWCASE

A chance for refreshment whilst visiting our exhibitors.

11.20: FRAMING THE PLAN AND LINKING TO PERFORMANCE

Mark Donnolo and Michelle Seger, SalesGlobe

12.05: CASE STUDY: PAGES JAUNES

TRANSFORMING YOUR SALES FORCE: HOW TO USE YOUR COMPENSATION SOLUTION TO GAIN THE TRUST OF YOUR END USERS

Beginning in 2013, beqom client Pages Jaunes (the French Yellow Pages) launched a major transformation of its sales organisation. This included moving to an objectives-based compensation plan, with some complex calculations, that could be changed quickly as needed to adapt to the market. For such a transformation to be successful, especially when it impacts compensation, the company knew it would need the buy-in and confidence of end users. Pages Jaunes searched for and implemented a solution that gives users tools to monitor and follow their compensation, is fully transparent, and makes users confident on the solution and the calculation of their compensation, thus contributing to the success of the transformation plan. This session will explore the business challenge faced, the solution implemented, and lessons learned.

Mathieu Nuee, Head of Variable Compensation, Pages Jaunes



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12.35: JOIN US FOR LUNCH

SHOWCASE

A chance for refreshment whilst visiting our exhibitors

1.25: TOPIC TABLES

Explore hot topics and ask questions of subject matter experts in a small group, roundtable discussions.

- Quota setting and targets – you ask, we answer: **Mark Donnolo, SalesGlobe**
- 'Incentivising right' – Having the right incentives for your company/industry: **Noel Paton, Xactly**
- Reporting and analytics – what you need to know and why: **Ryan Fletcher/Greg Scortis, IBM**
- Employee morale – why it matters and moving the needle: **Ross Elmsly, beqom**
- Sales enablement – what does it mean to YOUR company and why it matters: **Christina Kemper, CallidusCloud**
- Driving engagement – things to consider for your business: **Jon Clark, OpenSymmetry**
- Incentive compensation – how to align your territories, quotas, and incentives to deliver your best sales results: **Tom Edmunds and Karen Clarke, Anaplan**
- Hiring talent – tools and techniques to get it right: **Michelle Seger, SalesGlobe**

2.10: SPONSOR PRESENTATION: ANAPLAN

CONNECTED PLANNING FOR SALES: DELIVER ON-TIME SALES PLANS WHILE INCREASING COMPENSATION, QUOTA, AND FORECAST ACCURACY

Whilst sales leaders focus on motivating teams with achievable plans and accurate sales compensation payments, it's impossible to accurately optimise sales performance and drive the right behaviours when juggling spreadsheets, legacy systems, and point solutions.

Join Anaplan as we talk about how modern businesses can move to a connected planning model that aligns your sales strategy with corporate objectives, get sales plans out on time, sharpens sales forecasting, and ensures accurate incentive compensation crediting and calculation. We will be showing how you can quickly develop 'what if' scenarios and analyse sales performance outcomes and business impact in real-time to directly influence profitability and drive explosive growth for your organisation. Hear how businesses are already achieving success with this model and leave the session with guidance on how to get started in your own business.

Karen Clarke, Managing Director Northern Europe, and Tom Edmunds, Account Executive, Anaplan



2.40: SHOWCASE

A chance for refreshment whilst visiting our exhibitors

3.00: SPONSOR PRESENTATION: IBM



3.30: ALIGNING THE TEAM AND COMMUNICATING THE PLAN

Mark Donnolo and Michelle Seger, SalesGlobe

4.30: PANEL SESSION: GLOBAL HARMONISATION

Michelle Seger and Mark Donnolo co-lead a lively and enlightening panel discussion on global harmonisation that delves into the challenges and opportunities companies face in an increasingly complex multi-cultural environment and how these are being addressed in the context of incentive compensation.

Our panel includes HR and sales compensation professionals and thought leaders:

- Jill Merken, VP Global Sales Operations & Inside Sales, Gemalto
- Richard Higham, Principal, C3 Advisory
- Rahim Rajan, Global Head of Reward, Kantar Group
- Kelsey Joyce, Director of Sales Operations, MATRIX Software Inc.
- Pedro Jeronimo, VP Europe Service Providers, Aricent

5.00: CLOSE



SPEAKERS

MARK DONNOLO



Mark is a founder and managing partner of SalesGlobe, a sales effectiveness consulting firm that works with major sales organisations on sales strategies to grow revenue. SalesGlobe focuses on helping companies grow profitably by developing and implementing strategies that improve the effectiveness of sales, marketing, and service organisations. Areas of focus include sales strategy, customer segmentation, channel strategy, sales organisation design and deployment, performance management, and incentive compensation.

Mark's work spans several industries including technology, telecommunications, business services, manufacturing, staffing, and financial services, in the USA and Europe. Previously, Mark was:

- Senior Vice President with MarketBridge, leading the firm's sales effectiveness practice.
- Partner and Senior Vice President with Sibson Consulting, where he was on the firm's management team and led its sales and marketing effectiveness practice.
- Vice President with The Alexander Group.
- Consultant with Siegel & Gale/Saatchi & Saatchi, an international marketing and advertising firm.
- Co-founder and CEO of Biltmore Communications.
- President of InfraStream, a venture-funded VoIP service provider.

Mark is a regular conference speaker on sales compensation and is the author of numerous articles in publications that include *Fortune*, *Sales & Marketing Management*, *Selling Power*, *Success*, *Telecommunications*, *Telephony*, *Investment Property*, *Velocity*, *Workspan*, *American Way*, and *Marketing News*. His recent books on sales effectiveness and reward include: *What Your CEO Needs to Know About Sales Compensation: Connecting the corner office to the front line* (AMACOM 2013); *The Innovative Sale: Unleash your creativity for better customer solutions and extraordinary results* (AMACOM 2014).

MICHELLE SEGER



Michelle is Director of Consulting Services at SalesGlobe. She has a strong background in sales effectiveness, management consulting and change management across the globe. Her portfolio includes ERP implementation, strategy execution, revenue management, new product introduction and innovation, acquisition integration, partnership development and execution, and organisational design. Michelle is expert at root cause analysis and identifying practical solutions for clients.

Industry experience includes: manufacturing, financial services, retail, consumer products, hospitality and technology.

Highlights of her business experience and client work include: Accenture, RGP, Georgia-Pacific, Elavon-US Bank, NCR, SunTrust, Ocean Spray Cranberries, Raytheon E-Systems, Southern Company, Intuit, Verizon, HGTV, and a broad range of global to small and mid-size companies.

Michelle has deep experience in process improvement, benchmarking and best practices development, and is very effective at developing policies, procedures, methodologies and training guides. She is adept at working cross-functionally to bring change to a company and is a collaborative team builder with strong communication and facilitation skills. Her problem-solving approach – including a balance of practicality and creativity – leads her clients to business solutions that are implementable and bring about the desired result.

JON CLARK

OpenSymmetry, Director, Strategy Services, EMEA



Jon is an experienced SPM/reward consultant working with business leaders in leading organisations to design and implement SPM solutions. He has 15 years' experience working on UK-based and international projects. He works with chief executives, HRDs, and sales leaders to design reward and SPM reward solutions including operational process, salesforce initiatives, total reward strategy solutions, pay and grading structures and performance management systems. Jon's experience is cross-sector including financial services, telecoms, media, hi-tech manufacturing, not-for-profit, and professional services.

MATHIEU NUÉE

Head of Variable Compensation, Pages Jaunes



Mathieu is Head of Variable Compensation at Pages Jaunes, a division of Solocal Group, the European leader in local online communication. Mathieu has a strong background in business applications, having worked for Logica, Capgemini and Microsoft in the past. Currently he is responsible for managing compensation for a salesforce of 1,600, and so understands the challenges facing sales compensation management.



SPONSORS

Thank you to our headline sponsor, OpenSymmetry, for supporting the conference, as well as to our other sponsors: Anaplan, beqom, CallidusCloud, IBM and Xactly.

HEADLINE SPONSOR

OpenSymmetry

from strategy to success.

OpenSymmetry (OS) provides end-to-end sales performance management (SPM) consulting services, from strategy work and data services to implementation and post-implementation services, in partnership with the leading SPM technology vendors in the industry. With over two million payees enabled by OS solutions, OpenSymmetry is committed to creating the best possible user experience for sales technology solutions and enabling clients to have sustainable SPM environments, whether through operational self-sufficiency or through OS managed services. Since 2004, OS has completed over 1,500 successful SPM projects for more than 500 clients ranging from SMEs to enterprise-level companies across four continents.

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Anaplan

Anaplan is driving a new age of connected planning. Large and fast-growing organisations use Anaplan's cloud platform in every business function to make informed decisions and drive faster, more effective planning processes.

Deliver on-time sales plans while increasing compensation, quota, and forecast accuracy, and do more than just calculate payouts with your incentive compensation solution. With Anaplan, you can align your territories, quotas, and incentives to deliver your best sales results. Only Anaplan allows you to optimise your sales performance with one solution – from plan, to forecast, to pay.

Anaplan also provides support, training, and planning transformation advisory services. Anaplan is a privately held company based in San Francisco with 16 offices and over 150 expert partners worldwide. To learn more, visit anaplan.com

Web: www.anaplan.com/solutions/workforce/

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Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align and motivate employees and partners. The beqom Total Compensation platform is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers for employee performance and sales performance. HR, Sales and Finance leverage our platform to drive performance, retention, cost optimisation, efficiency, compliance and ... happiness among their people.

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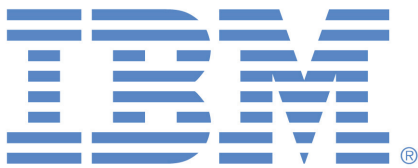


CallidusCloud is the global leader in cloud-based sales, marketing, learning, and customer experience solutions. CallidusCloud enables organisations to accelerate and maximise their lead to money process with a complete suite of solutions that identify the right leads, ensure proper territory and quota distribution, enable sales forces, automate configure price quote, and streamline sales compensation – driving bigger deals, faster. Over 5,000 organisations, across all industries, rely on CallidusCloud to optimise the lead to money process to close more deals for more money in record time.

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Leading companies choose IBM's highly flexible and scalable Incentive Compensation Management solution to automate incentive calculations and provide online compensation statements and reporting for employees. A leader in the Gartner Magic Quadrant for Incentive Compensation Management, the IBM solution drives the right employee behavior as you increase operational efficiency, accuracy and auditability.

IBM Incentive Compensation Management provides:

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Xactly is a leading provider of enterprise-class, cloud-based, incentive compensation solutions for employee and sales performance management. Our vision is to change the world of incentive compensation. We address a critical business need: to incentivise employees and align their behaviours with company goals.

Our solutions allow organisations to make better strategic decisions, optimise behaviours, increase sales and employee performance, improve margins, increase operational efficiencies, mitigate risk, design better incentive compensation plans, and reduce error rates in incentive compensation calculations.

We believe in the power of incentives to help companies, their employees, and their partners build stronger relationships and achieve more.

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