

The Sales Institute of Ireland

Promoting excellence and improving sales performance

NATIONAL CONFERENCE 2011

Maximising Sales Performance

ACQUISITION | RETENTION | MOTIVATION

Thursday May 26th 2011, Burlington Hotel, Dublin 4

in association with

Microsoft



SEAN GALLAGHER
CONFERENCE CHAIRMAN



GERARD O'NEILL
Amárach Research



EDDIE O'BRIEN
Topaz Energy



DAVID WALSH
eircom Business



VINCENT RYAN
Amdocs Global
Digital Services



BEN MURPHY
Miele Ireland



KEITH STANTON
Votive Leadership



JOHN QUINLAN
RSA Insurance Group



NIALL HARBISON
Simply Zesty



KARL O'LEARY
Microsoft



KINGSLEY AIKENS
Networking Matters

A unique opportunity to hear recognised sales leaders from FMCG retail, ICT and financial services reveal proven and successful strategies for maximising sales performance in terms of acquisition, retention and motivation.

media partner

Business
& Finance

The Sales Institute of Ireland Conference is the premier networking event of the year for senior sales professionals and typically attracts about 200 delegates from ICT, FMCG, financial services and across the wider business community. The theme for this year's conference is 'Maximising Sales Performance' and this will be discussed by a panel of sales leaders and business leaders under three headings: 'Acquisition', 'Retention' and 'Motivation'.

For Sales Directors, Sales Managers, Commercial Directors, Business Development Managers and other senior sales professionals, the conference is a unique opportunity to hear recognised sales leaders from ICT, FMCG retail and financial services reveal proven and successful strategies for acquisition, retention and motivation.

SEAN GALLAGHER, **CONFERENCE CHAIRMAN**

Sean Gallagher is a speaker and entrepreneur who is best known as an investor on RTE's Dragon's Den. He is founder and former CEO of Ireland's largest home technology company, Smarthomes.

As an entrepreneur, Sean understands the challenges of setting up and growing a successful business in Ireland and was a finalist in the Ernst & Young Entrepreneur of the Year 2006. He is a Board member of InterTradelreland, the North South Trade body, FÁS the National Training and Employment agency as well as the Drogheda Port Company.



schedule

>> 7.30 - 8.00am Registration, Early Morning Networking Break, Main Exhibition Area

>> 8.00 - 8.05 **Introduction** - Conor Morris - Chairman, Sales Institute of Ireland

>> 8.05 - 8.10 Sean Gallagher - Conference Chairman, Speaker & Dragon's Den Panellist

>> 8.10 - 8.30 **Business and Consumer Confidence Overview** - Gerard O'Neill - Chairman, Amárach Research

Part One Retention

>> 8.30 - 9.00 **Outperforming the Competition in a Challenging Market** - Eddie O'Brien - CEO, Topaz Energy

>> 9.00 - 9.20 **Customer Lifecycle Management and Retention** - David Walsh, Director of Regional Sales, eircom Business

>> 9.20 - 9.45 **Turning Social Media Into Sales** - Niall Harbison - Director, Simply Zesty

Part Two Motivation

>> 9.45 - 10.15 **Motivation - The Key to Developing High Performance Sales Teams** - Vincent Ryan - Global VP Sales and Marketing, Amdocs Corporation

>> 10.15 - 10.35 **How Motivation and Reward Drives Sales Performance** - Ben Murphy - General Sales Manager, Miele Ireland Limited

>> 10.35 - 11.00 **What Motivates us to Achieve High Performance** - Keith Stanton - Managing Partner, Votive Leadership

>> 11.00 - 11.30 Mid-morning Networking Break, Main Exhibition Area

Part Three Acquisition

>> 11.30 - 12.00 **Growing Sales and Profitability in Challenging Times** - John Quinlan - Sales & Marketing Director, RSA Insurance

>> 12.00 - 12.30 **How Technology Drives Sales Performance** - Karl O'Leary, Partner Sales and MBS Dynamics Lead

>> 12.30 - 1.00 **The Four Pillars of Effective Networking** - Kingsley Aikens - MD, Networking Matters and former Chief Executive of the Worldwide Ireland Funds

>> 1.00 - 2.15 Networking Lunch

speakers



GERARD O'NEILL
CHAIRMAN,
AMÁRACH RESEARCH

>> Gerard O'Neill will provide context to the conference by providing an overview of the current levels of consumer and business confidence in Ireland. Gerard is Chairman of Ireland's leading independent market research agency, Amárach Research.



EDDIE O'BRIEN
CEO,
TOPAZ ENERGY

>> Eddie O'Brien, CEO of Topaz, will explain how Topaz has outperformed its peers both in terms of customer growth and retention in what has been a very challenging sales environment over the last two years. He will discuss the company's customer retention strategy by using the Topaz Dealer Business as a case study on how to measure customer satisfaction and drive a partnership process to improve overall profitability for all stakeholders. Topaz is one of Ireland's largest privately owned companies with annual sales of over €2.3 billion and is also Ireland's largest fuels and convenience retailer with over 300 stations nationwide. The company employs over 1,400 people and was recognised as one of the 'Best Workplaces in Ireland' for three consecutive years.



DAVID WALSH
DIRECTOR OF
REGIONAL SALES,
eircom BUSINESS

>> eircom has been very successful in maintaining market share and acquiring new customers in the mid corporate market. David Walsh is the Director for Regional Sales with eircom where has worked for 10 years. The company operates in a highly competitive market delivering innovative telecommunications solutions to over 2.5 million residential and business customers and ensuring a first class customer service experience. David will discuss eircom's approach to customer lifecycle management and retention including segmentation, customer communication and sales team incentive and reward.



VINCENT RYAN
GLOBAL VP, SALES AND
MARKETING, AMDOCS CORP.

>> Vincent Ryan was a founding member of the management team of ChangingWorlds, which was acquired by Amdocs Corp. in 2008 in a transaction worth in excess of \$80m. He now leads the Amdocs Global Digital Services Sales & Marketing Team, of which ChangingWorlds is an integral part. Drawing on his business and sporting experience, Vincent will explain how real motivation plays a key role in developing high performance sales teams and how motivation was fostered and maintained in ChangingWorlds leading to the successful acquisition in 2008.



BEN MURPHY
GENERAL SALES MANAGER,
MIELE IRELAND LIMITED

>> Miele has increased market share through unique and innovative ways of rewarding and motivating sales people in their channels. As General Sales Manager for Miele Ireland, Ben Murphy is responsible for all sales activities in Northern Ireland and Republic of Ireland. For the past 23 years, he has worked in retail, distribution and training and prior to joining Miele, held senior management positions with Waterford Stanley and Electrolux Group. Ben will discuss some of the proven and successful approaches he has used to motivate and reward sales people.



KEITH STANTON
MANAGING PARTNER,
VOTIVE LEADERSHIP

>> A renowned speaker on motivation, Keith Stanton will discuss the factors which drive us as individuals and motivate us to achieve high performance. Keith has extensive knowledge and practical experience in the field of leadership and development and through his company, has worked with many Global 100 companies as well as an eclectic mix of professional and amateur sports teams including Northampton Saints Rugby team and Tipperary Senior Hurling Team.



NIALL HARBISON
DIRECTOR,
SIMPLY ZESTY

>> Niall Harbison works with some of the world's biggest brands including Vodafone, News International, Sony and Nokia, helping them develop successful customer acquisition and retention strategies using social media. Referencing practical case studies, Niall will explain how small, medium and large organisations are using social media to maximise sales performance. Niall co-founded Irish social media agency, Simply Zesty, in 2009 and has built it into the biggest social media agency in Ireland with 22 staff in Dublin and London.



JOHN QUINLAN
SALES & MARKETING
DIRECTOR, RSA INSURANCE

>> RSA Insurance has demonstrated an ability to grow revenues and profitability in challenging market conditions. John Quinlan is Sales & Marketing Director at RSA Insurance and a National Council member of the Sales Institute of Ireland. He has wide ranging experience in the financial services sector and has held senior management positions with Aon, Allianz and GE Capital in London. John will outline RSA's customer acquisition approach and critical success factors.



KARL O'LEARY
PARTNER SALES AND MBS
DYNAMICS LEAD

>> Karl O'Leary is an expert at helping businesses use technology to find, retain and grow customers. He leads the Microsoft Business Solutions team in Ireland and regularly advises customers and partners on how best to improve their Sales and Marketing by leveraging technology. His role in Microsoft gives him responsibility for the repositioning and integration of their Irish Partner Network as Microsoft leads the adoption of cloud computing in Ireland to Enterprise and Public Sector customers. Karl has over 15 years direct and channel sales leadership experience and prior to Microsoft he held a number of executive roles in the Financial Software industry. Karl will explain how technology is fundamentally important for maximising sales performance in any business.



KINGSLEY AIKENS
FOUNDER,
NETWORKING MATTERS

>> Kingsley Aikens was the Australia based representative of the Irish Trade Board and IDA Ireland for five years, He was a founding director of the Australian Ireland Fund and also founded the Lansdowne Club in Australia, one of the largest Irish business networking groups in the world. In 1993, he moved to Boston to take over as Executive Director of The American Ireland Fund and in June 1995, he was appointed Chief Executive of the Worldwide Ireland Funds which have generated over \$300 million for peace, culture, community development and education projects throughout the island of Ireland. Kingsley is one of Ireland's most accomplished business people and successful global networkers. His company, 'Networking Matters' helps organizations develop successful strategies for networking and building long term relationships. Drawing on his vast knowledge and experience, Kingsley will explain the four pillars of effective networking.

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Delegate Rates:

Sales Institute members: €195

Non-members: €275

For delegate bookings and exhibitor information
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