



Talent to Thrive

Inspiring Cultural Change

GST XVII 01 DEC 2022



CONSALIA



UCAS

What is GST XVII about?



Here at Consalia we believe that Sales Education, rather than Sales Training, is a longer-lasting solution for driving impactful change to sales performance.

This year's Global Sales Transformation XVII event will explore how organisations are using different initiatives including apprenticeships to attract, engage and retain talented sales professionals, with the added benefit of driving cultural change that will help navigate through times of uncertainty.

Economic uncertainty, political uncertainty, record inflation, supply chain shocks, volatile energy prices and rising interest rates have increased the risk of recession in most countries. With growth and profits squeezed for many business-to-business companies, executives are thinking hard about how to sell more effectively and efficiently.

At Consalia, our tutors, consultants and sales teams have listened to our customers and wider network, and we recognise that the market for great sales talent is not only an extremely valuable resource but also presents possible recruitment challenges. This is reflected by the fact that many of our clients have high levels of sales staff attrition.

Given this context, the topics for this year's GST event are:

- How can companies attract great talent?

- How can we engage our sales teams during these times of uncertainty?

- What can organisations do to retain their best talent?



Why People Are Quitting Their Jobs

Most common reasons given for quitting previous job (Apr '21-Apr '22)



Based on a survey of 13,382 employees in Australia, Canada, India, Singapore, United Kingdom and United States. Source: McKinsey & Company



Fig. 1 weforum.org, (2022)

Latest reports have found that 44% of employees are still actively looking for new roles as the Great Resignation continues through 2022.*

41% of employees surveyed in a recent McKinsey report said that lack of career development and advancement were the most common reason for leaving their job (fig. 1). Other factors such as burnout or feeling underappreciated have meant that organisations have experienced high levels of turnover from sales employees.

This year's theme "Talent to Thrive: Inspiring Cultural Change" will explore the different strategies and development initiatives that help organisations inspire cultural change by attracting, engaging and retaining their sales talent.

We will explore this theme with different talks from knowledgeable sales leaders at leading companies including UCAS, Royal Mail, Sharp and many more. These sales leaders will share their experiences and innovative ways that have inspired cultural change, as well as the resulting impact on their recruitment and retention strategies.

Join other sales leaders, HR, and Learning and Development professionals for what will be a great afternoon of inspirational talks from leading organisations. Not to mention it will be a great opportunity to network.

*Xactlycorp.com, (2022)

What will be covered?



We'll be covering how organisations can:

ATTRACT TOP SALES TALENT

In conversations with UCAS and student applicants, there are only a small number of secondary students who consider sales as a profession to pursue. Some are also unaware of the route that apprenticeships can provide into sales.

- *So how can we attract more people into the profession?*
- *How can organisations help facilitate the sales profession?*

ENGAGE THEIR TOP TALENT

Current statistics show that only 36% of employees have stated that they are engaged in the workplace.*

- *What can sales leaders do to engage their salesforce in these types of extremely competitive markets?*
- *What insights can be shared on strategies?*

RETAIN THEIR BEST TALENT

According to SiriusDecisions, 45% of B2B sales organisations report that average turnover rates are above 30%.**

- *How have employers used apprenticeships to attract young sales talent?*
- *How have these apprenticeship programmes helped to develop their sales professionals and keep them within the companies?*

* HRcloud, (2022)

** Xactlycorp, (2022)

Our guest speakers



Louise Sutton

Academy Director at
Consalia



Patrick Joiner

Managing Director at
The Institute of Sales
Professionals



Katie Bell

Chief Marketing Officer
at UCAS



Nick Rose

Sales Director at Sharp



Jon Nicholson

Group Sales Director at
Royal Mail



Jo Hillman

Senior Sales Director at
CWT

The Agenda



Time	Speaker	Title	Company	Theme
12:00	Arrival and networking lunch			
12:30 - 13:00	Louise Sutton & Patrick Joiner	Academy Director & Managing Director	Consalia & Institute of Sales Professionals	State of sales apprenticeships
13:00 - 13:30	Katie Bell	Chief Marketing Officer	UCAS	How can pre-university students consider sales as a career?
13:30 - 14:00	Nick Rose	Sales Director	Sharp	Embedding a sales academy within Sharp
Break				
14:20 - 15:00	Jon Nicholson	Group Sales Director	Royal Mail	How to overcome the challenges of engaging a salesforce in extremely competitive markets?
15:00 - 15:40	Jo Hillman	Senior Sales Director	CWT	How to keep a salesforce engaged at a time of unprecedented change
15:40 - 16:10	Philip Squire	Group Panel	Consalia	What are the learnings from employers on attracting, engaging and retaining staff through apprenticeships?
16:10 - 16:30	Louise Sutton & Philip Squire	Academy Director & CEO	Consalia	Celebration of Level 6 and Level 7 apprentices
16:30	Networking drinks at The Happenstance			

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UCAS



UCAS, the Universities and Colleges Admissions Service, is an independent charity, and the UK's shared admissions service for higher education. Our services support young people making post-18 choices, as well as mature learners, by providing information, advice, and guidance to inspire and facilitate educational progression to university, college, or a degree apprenticeship.

MIDDLESEX UNIVERSITY



Middlesex University has a reputation for the highest quality teaching and research that makes a real difference to people's lives and a practical, innovative approach to working with business to develop staff potential and provide solutions to business issues. We teach 40,000 students and have campuses in London, Dubai and Mauritius; and 21 offices around the world, the largest university network.

INSTITUTE OF SALES PROFESSIONALS



Formed by the merger of the Association of Professional Sales and the Institute of Sales Management, we are the Government backed professional body representing sales in the UK and around the world. We are proud of our profession and passionately believe that sales should be a chartered body - this is part of our mission. We are bringing sales into parity with other professions by providing qualifications and lettered accreditation, underpinned by life-long learning, for those who choose a career as a sales professional.

JOURNAL OF SALES TRANSFORMATION



The International Journal of Sales Transformation exists for the promotion of sales excellence among global corporates. Our subscribers are sales leaders, sales performance specialists, CEOs and academics with an interest in sales strategy, talent and execution. Focusing on complex sales and transactional selling at scale, our content is a mix of quality journalism, insightful opinion and research by current sales leaders and academics.

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