

# DIGITAL TRANSFORMATION OF SALES MANAGEMENT

December 11–13, 2019  
ESMT Berlin

MANAGE THE MAIN CHALLENGES  
THAT CONFRONT YOUR COMPANY  
IN SALES MANAGEMENT



Executive Education  
Ranking 2018



JOHANNES HABEL, DTS Program Director

# DTS FACULTY

## JOHANNES HABEL (PROGRAM DIRECTOR)

is an associate professor at Warwick Business School. In his research and teaching he focuses on the management of sales, services and marketing. Johannes' primary area of interest is the role of digitization as well as sales and service psychology. Johannes' research has 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*.

## CHRISTOPH BURGER

is a senior lecturer at ESMT Berlin. He worked in industry at Otto Versand and as vice president at Bertelsmann Buch AG. He also worked at the consulting practice Arthur D. Little and as an independent consultant focusing on private equity financing of SMEs. His research focuses on the areas of energy, innovation/blockchain, and decision making/negotiation. Christoph studied business administration at the University of Saarbrücken (Germany) and the University of St. Gallen (Switzerland) as well as economics at the University of Michigan, Ann Arbor (USA).

## RAJSHRI (RAJI) JAYARAMAN

is a tenured associate professor of economics. She received her PhD in Economics from Cornell University and worked at the Center for Economic Studies (CES) in Munich before joining ESMT in 2007. Raji's fields of interest are development economics and labor economics. While using micro data on individuals, schools, and firms in India, Germany, and Canada, her research examines how people respond to incentives. She is currently serving as faculty lead for ESMT's fulltime MBA program.

## OLAF PLÖTNER

is a professor at ESMT Berlin. He was one of the first faculty members to join ESMT in 2002. Olaf's current research and teaching focus is on strategic management, industrial market management, and sales management in global B2B markets. Olaf is a visiting professor at the Darden School of Business, University of Virginia, and at Antai College of Economics and Management, Jiao Tong University in Shanghai. Olaf also worked as a consultant at the Boston Consulting Group in Frankfurt and as a director at Siemens AG in Boston.

# TUITION\*

€3,800

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 familiarize themselves with new research and disruptive approaches and learn how to capitalize on emerging trends to further digitalize their own sales management.

## ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented and generate fresh perspectives. In addition, DTS will capitalize on the exchange between executives from different countries, industries, and companies – a diverse network whose joint knowledge will be available for the benefit of the participant's company.

**D**igitalization is changing the sales function fundamentally. Digital business models require new sales approaches, big data analytics grant unprecedented customer insights, and sales processes are increasingly augmented or automated through digital technologies. Against this backdrop, sales managers need to rethink established practices.

To support them in this endeavor, participants of the program Digital Transformation of Sales Management (DTS) discuss the latest concepts, research results, and best practices. They will develop new ideas to improve their own sales business, receive feedback from faculty and peers, and leave the program with a concrete action plan. To facilitate the transfer into practice, participants will also deal with the questions of how to drive change in the sales function as well as how to overcome resistance from superiors, peers, and their own teams.

## TOPICS INCLUDE

✓ **Digitalization:**

Digital trends in sales management, including analytics, automation, virtual reality, artificial intelligence, and blockchain technology

✓ **Managing the transformation:**

Achieving buy-in from sales managers and sales representatives

## METHODS

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

## DTS PARTICIPANT GROUPS

### REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

Account Manager, Branch Manager,  
Business Development Manager, CEO, CFO,  
Commercial Director, Customer Relationship Director,  
Director, Head of Department, Head of Procurement,  
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, attrax,  
Bundesdruckerei, Celesio, CNN International,  
COLUMBUS McKINNON Engineered Products, Daimler,  
Deutsche Bank, E.ON, GEHE Pharma Handel, Lufthansa,  
MAN, Raiffeisen Waren-Zentrale Rhein-Main, RWE,  
Siemens, SKF, Te Data, T. Garanti Bankası,  
Taiwan External Trade Development Council,  
thyssenkrupp, UniCredit Bank, uniper

### COUNTRIES REPRESENTED INCLUDE

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

# POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

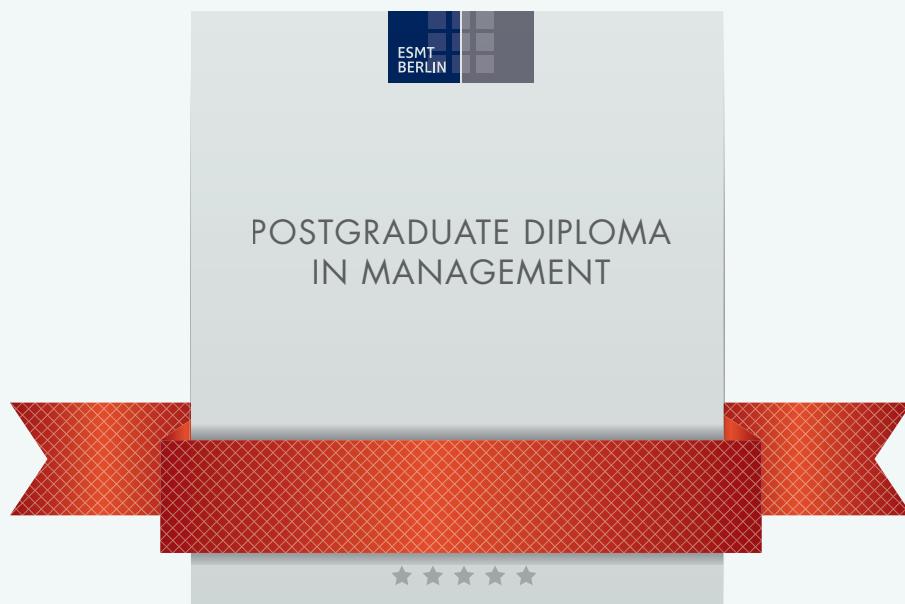
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general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

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing 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.

Digital Transformation of Sales Management is part of the cluster Managing 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)

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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 MANAGER

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

+49 30 212 31 8049  
[annabell.jahr@esmt.org](mailto:annabell.jahr@esmt.org)

#### PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Lei Lu.

+49 30 212 31 8046  
[lei.lu@esmt.org](mailto:lei.lu@esmt.org)

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