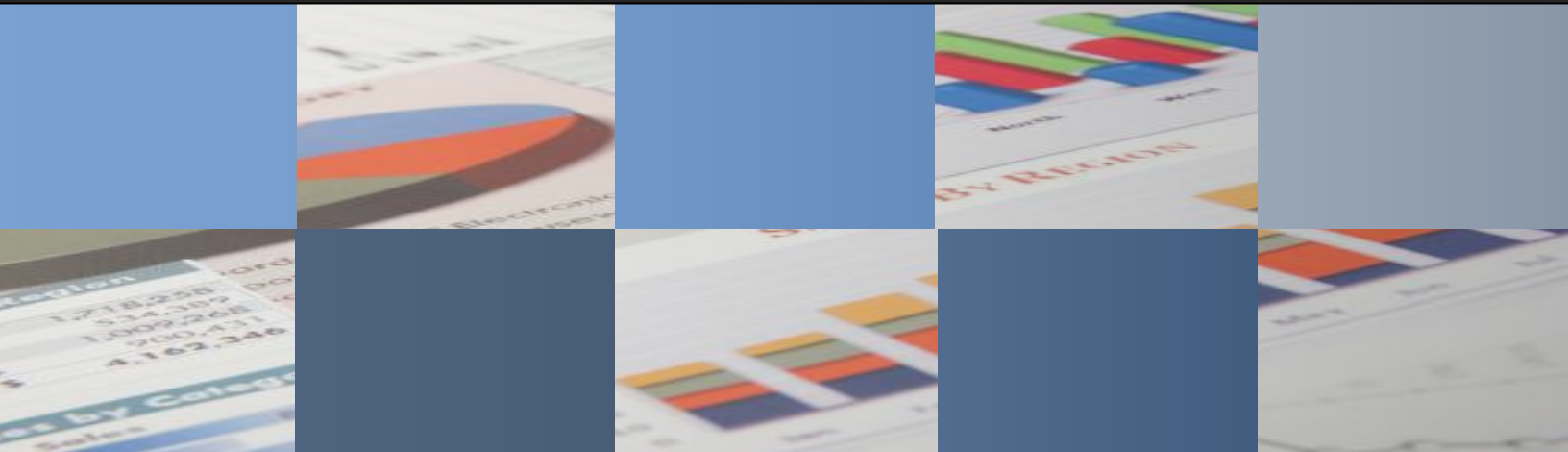


October 20 – 21, 2011  
Atlanta, GA

 Gateway Management, Inc.

Business Planning & Analysis

# Sales Enablement Planning & Analysis



Integrated Business Planning  
Competitive Advantage through Analytics  
Advanced Analytics  
Data Translation, Interpretation & Delivery  
Performance Analysis  
Predictive Analytics & Forecasting



Earn 13 CPE Credits

510-984-3620 ♦ [www.gmi-solutions.com](http://www.gmi-solutions.com)

# Agenda



## Day One – October 20, 2011

8:30 am	<i>Keynote:</i> <b>Integrated Strategic Planning</b> <i>Improve organizational performance with cross functional enterprise planning</i>
9:45 am	<i>Keynote:</i> <b>Competitive Advantage Through Analytics</b> <i>Harness analytics to promote better strategic planning and drive execution</i>
11:00 am	<b>Sales Enablement Framework</b> <i>Map sales enablement levers and drive collaborative selling</i>
12:00 pm	Lunch and Networking Break
1:00 pm	<b>Sales and Operations Alignment</b> <i>A strategic approach to integrating sales and demand activities</i>
2:15 pm	<b>Sales Communication and Integration</b> <i>Leverage sales enablement with effective communication between departments</i>
3:30 pm	<b>Sales Force Effectiveness Optimization</b> <i>Maximize resource effectiveness through usage of people, processes and technology</i>
4:30 pm	Networking Reception

## Day Two – October 21, 2011

8:30 am	<i>Keynote:</i> <b>Advanced Analytics</b> <i>Decision making based on facts, data and analytical insight</i>
9:45 am	<i>Keynote::</i> <b>Data Aggregation and Interpretation</b> <i>Deliver meaningful information to drive better business decisions</i>
11:00 am	<b>Customer 360</b> <i>Collaborative approach to sales, marketing and portfolio management for an improved customer experience</i>
12:00 pm	Lunch and Networking Break
1:00 pm	<b>Presales Planning Framework</b> <i>Tactical planning framework for sales engineering, value propositioning and delivery</i>
2:15 pm	<b>Sales Performance Analysis</b> <i>Utilize KPIs and performance drivers to improve financial and operational results</i>
3:30 pm	Adjourn

In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available product, customer and sales data is a key factor in effective strategic and tactical planning. **Sales Enablement Planning & Analysis 2011** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of sales planning and forecasting through the use of analytical insight.

*Sales Enablement Planning & Analysis 2011 is a unique opportunity for those looking to expand their ability to effectively provide the sales organization with the tools they need for competitive advantage*

Attendees will instantly realize the difference between this forum and other conferences. Learning sessions are vendor agnostic and there are **NO sales pitches**. Presentations will be conducted by the most talented corporate experts and thought leaders, both regionally and nationally. For those who are interested in learning more about available tools, a select few vendors will be invited to provide demos and information by request.

- *A unique experience designed specifically for the roles of Sales, Operations and Marketing professionals*
- *Expert practitioners and methodologists across industry sectors*
- *Networking opportunity to meet with colleagues and industry experts*

Bring Your Team  
**3 Attendee Group Rate**

**\$ 3,995**

# Sales Enablement Planning & Analysis 2011

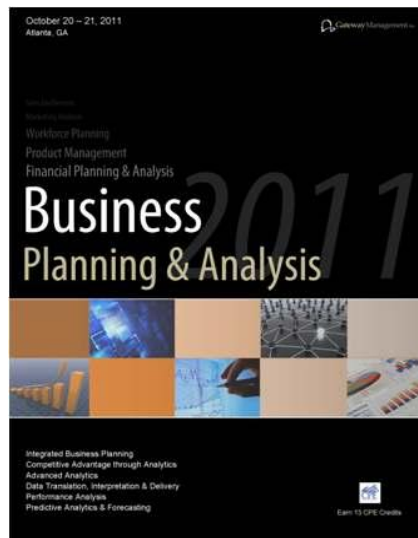
Recent Presenters Include:



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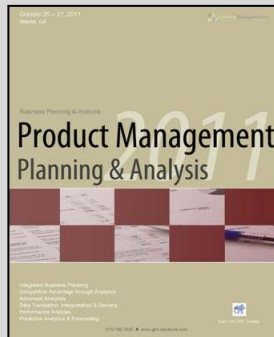
# Business Planning & Analysis 2011 is a premier, five-track, cross-functional learning and networking event



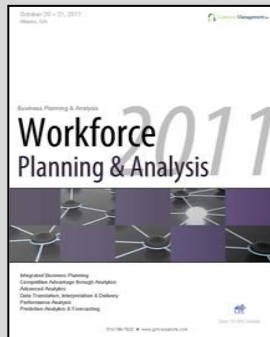
(Click an image to access full brochure)



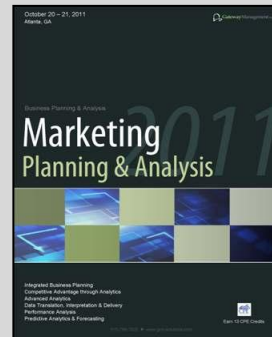
FP&A 2011



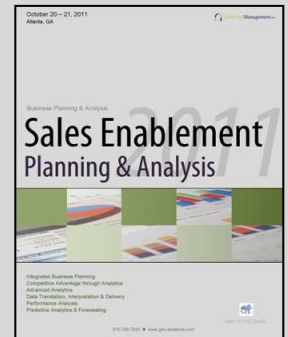
Product Management Planning & Analysis 2011



Workforce Planning & Analysis 2011



Marketing Planning & Analysis 2011



Sales Enablement Planning & Analysis 2011

This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics



8:30 am

*Keynote:*

## **Integrated Strategic Planning**

*Improve organizational performance with cross functional enterprise planning*

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure sales and operations plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:45 am

*Keynote:*

## **Competitive Advantage through Analytics**

*Harness analytics to promote better strategic planning and drive execution*

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting



11:00 am

## Sales Enablement Framework

*Map sales enablement levers and drive collaborative selling*

- Effective roadmap that allows sales to make more informed decisions
- Develop linkages between sales planning, strategic planning and execution
- Decision support aligned to business needs and objectives
- Leverage knowledge, resources and capabilities to optimize performance
- Identify key drivers for enabling and maximizing sales

1:00 pm

## Sales and Operations Alignment

*A strategic approach to integrating sales and demand activities*

- Drive results through integration and performance management
- Develop cross functional alignment through effective communication
- Create accountability systems for internal stakeholders
- Initiate alignment between corporate strategy and operational execution
- Utilize a methodological approach measuring, management and executing strategies

2:15 pm

## Sales Communication and Integration

*Leverage sales enablement with effective communication between departments*

- Maximize the liaison role between sales and executive decision makers
- Use Integrated Business Planning methods for cross-functional sales enablement
- Incorporate planning and analysis throughout the organization
- Provide access to information to promote accountability and transparency
- Assist departments and business units to track and achieve their performance

3:30 pm

## Sales Force Effectiveness Optimization

*Maximize resource effectiveness through usage of people, processes and technology*

- Create clearly defined linkages between planning, processes and organizational strategies
- Identify core capabilities, manage skill sets, implement KPIs and monitor performance
- Effective resource allocation and management through sales enablement



8:30 am

*Keynote:*

## **Advanced Analytics**

*Decision making based on facts, data and analytical insight*

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:45 am

*Keynote:*

## **Data Aggregation and Interpretation**

*Deliver meaningful information to drive better business decisions*

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

11:00 am

## Customer 360

*Collaborative approach to sales, marketing and portfolio management for an improved customer experience*

- Optimize sales and customer retention efforts through better customer profiling
- Align sales, marketing and product organizations to create the ideal value proposition
- Leverage digital and interactive media channels to address a broader and evolving audience
- Enable portfolio management through better understanding of customer and sales data

1:00 pm

## Presales Planning Framework

*Tactical planning framework for sales engineering, value propositioning and delivery*

- Develop the ideal points-of-engagement and media mix to communicate your message to the customer
- Align customer needs with product capabilities for effective sales enablement
- Lead generation methods to extract the most knowledge about prospective customers
- Create a sales timeline to anticipate when a prospect's needs might arise
- Ensure the right package is delivered to best translate product information

2:15 pm

## Sales Performance Analysis

*Utilize KPIs and performance drivers to improve financial and operational results*

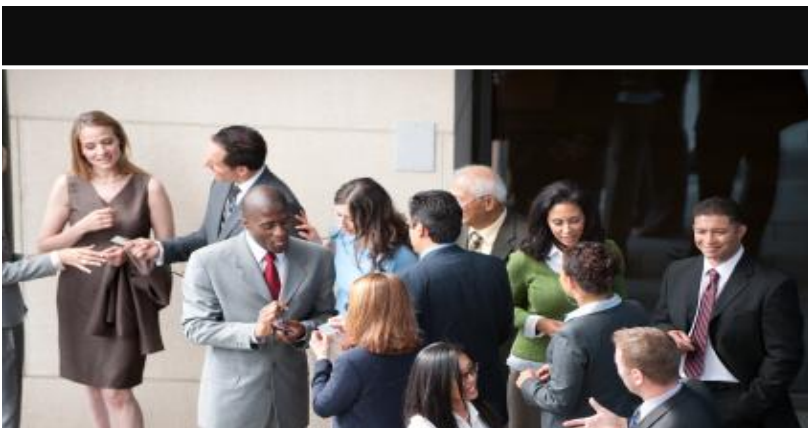
- Incorporate the most effective sales measures and metrics
- Determine what KPIs are essential to meet strategic objectives
- Ensure timely and accurate sales data is communicated to upper management
- Use sales performance management to align incentives with sales goals
- Assess the input and performance metrics used in the forecasting process

# A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in business planning, they also come to meet with peers from different industries across and functional backgrounds. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

*Network with colleagues and industry experts from different analytical functions*

Five business analytics events are being held simultaneously, focusing on FP&A, marketing, product management, workforce planning and sales enablement. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



This is a cross-functional, cross-industry event. Attendees from the following companies have found value in attending past Planning & Analysis events:

Accuray	JCI
Actelion Pharmaceuticals	JDS Uniphase
Adobe Systems	JP Morgan
Affymetrix	Juniper
AGCO	Gap Inc.
Alere	Genworth
Allstate	Hardies
American Superconductor	Harvard Clinical Research Institute
Amway	JDS Uniphase
AMICA MUTUAL INSURANCE	Johnson Matthey
AppliedMicro Circuits	JP Morgan
Appro	Juniper
Array BioPharma	Keurig
Audi	Kaiser Permanente
Atmel	KLA-Tencore
Bank of the West	Lam Research
BASF	Lancer Corp
Beekley	Land O' Lakes
Blessing Health	Levi's
Briggs International	Lexis Nexis
Cadence	Liberty Mutual Group
Cedar Sinai	Life Technologies
Celanese Corporation	Lincoln Industries
Centura Health	McDean
Cepheid	Maxwell Technologies
Charles Schwab	Maxygen, Inc.
Chik-Fil-A	Macys.com
Chipotle	Lonza
Chiquita	Mercedes-Benz USA
Cisco	MGM Resorts
Citrix	Micron Technology
CNN	Microsoft Corporation
Comcast	Morrison & Foerster LLP
ConAgra	Mutual of Omaha
Copa Airlines	Nestle
Cox	NetApp
Dean Foods	Nike
Diebold	Nissan
Dolby	Omnicell, Inc.
Dominoes	Papa Murphy's Intl.
EA	PayPal
eBay	Popeyes® Louisiana Kitchen
EJ Gallo	Procter & Gamble Company
Emerson	RCI
Eon US	Rent-A-Center
ESPN	Research In Motion
Exelon Corporation	Roche
Expedia	SanDisk
F5	Sara Lee
Facebook	Scottrade
FedEx	Sephora
Ferring Pharma	Stryker
Fifth Third Bank	Symantec
FL Smidth	Tibco
Flour	Timberland
Foot Locker	Tempur Pedic
FW Murphy	Trident Micro
Gap Inc.	URS
Genentech	USAA
Gilead	Visa Inc
Grant Thornton LLP	Vonage
Hamilton Beach Brands, Inc.	WellPoint, Inc.
IHG	Wells Fargo
Infinity Pharmaceuticals	Turner Sports
Intuit	And many more...

Atlanta

# Area, Venue & Travel Information



## Earn CPEs

**CPE Credits: 13**

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None

## Area – Atlanta, GA

Located in the heart of the Buckhead in uptown Atlanta, our venue is conveniently positioned to access the best of what the city has to offer. Close proximity to some of the city's best restaurants and attractions will ensure that attendees will enjoy their experience away from the conference as well.

## Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands. We have special attendee rates available at summit location: **InterContinental Buckhead Atlanta**



Room Rate  
**\$ 185.<sup>00</sup> / night**

### Reservations:

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

## Travel

Most guests will arrive via Hartsfield-Jackson Atlanta International Airport. The venue is located approximately 25 minutes by car or shuttle.

## Summit Venue – InterContinental Buckhead Atlanta

**Venue Address:**

**InterContinental Buckhead Atlanta  
3315 Peachtree Road NE  
Atlanta, GA 30326**



Sales Enablement Planning & Analysis 2011

# Registration & Contact Information

## Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

## Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

### **Cancellation/Rescheduling Policy**

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

## Registration Tuition

<input type="checkbox"/>	Early Registration	\$ 1,599. <sup>00</sup>
<input type="checkbox"/>	Standard Registration	\$ 1,799. <sup>00</sup>
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995. <sup>00</sup>
<input type="checkbox"/>	<b>4 Attendee Group Rate</b>	<b>\$ 4,995.<sup>00</sup></b>
<input type="checkbox"/>	Additional Attendee	\$ 1,299. <sup>00</sup>

For "Early Registration", register by July 29, 2011

## Call

510-984-3026

## Fax

510-380-7377

## Online

[www.gmi-solutions.com](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Alex Smith:

[asmith@gmi-solutions.com](mailto:asmith@gmi-solutions.com)