

Get the Latest Tools, Techniques, and Insights for Driving Sales Force Effectiveness

Now entering its 14th year as the industry's premier educational event, the **SYNYGY SALES PERFORMANCE CONFERENCE** is as well known for the quality of its participants as the caliber of its content and speakers—a must-attend networking opportunity!

READ MORE AND REGISTER AT
www.SalesPerformanceConference.com

The sales operations function has historically been a collection of loosely-defined processes that lack a foundation in best practices. This results in administrative burdens, organizational inefficiencies and inconsistencies, and lower than desired sales force productivity. Make plans to join us if your organization is:

- struggling with designing, changing, and proactively managing incentive compensation and performance management plans;
- facing trust and morale issues due to poor understanding of how sales activities and performance contribute to corporate goals;
- spending too much time fighting fires or doing administrative work associated with managing sales performance processes; or
- suffering from turnover of top performers due to miscommunication and inaccurate payments.

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CONFERENCE OVERVIEW

The **SYNYGY SALES PERFORMANCE CONFERENCE** boasts a robust program of educational workshops, roundtables, and breakouts—all focused on delivering the information you need to tackle the operational challenges that commonly face sales organizations.

From sales compensation, quota setting, and resource deployment, to dashboards, workflow, report design, and more, you'll learn the latest practices, tools, and techniques for effectively managing the processes that help drive sales force performance.

Representing leading companies in sales-intensive industries as diverse as telecommunications, pharmaceuticals, financial services, technology, manufacturing, etc., attendees include vice presidents, directors, and other senior level professionals from sales, sales operations, HR, and other functions with responsibility for improving sales effectiveness.

ATTENDEES

Attending companies represent a cross-section of industries, including technology, life sciences, telecommunications, financial services, manufacturing, and more.

Make plans to attend the SYNYGY SALES PERFORMANCE CONFERENCE this spring if you are a:

- **sales executive** charged with executing sales strategy and increasing sales performance
- **sales operations director** tasked with improving departmental productivity
- **finance officer** responsible for organizational goal setting and performance analyses
- **human resource manager** involved with pay-for-performance compensation programs
- **sales compensation professional** responsible for designing, executing, and/or managing incentive plans

Having trouble deciding who should attend? Send everyone! Team discounts are available.

CONFERENCE RATES

Individual.....	\$1095/person
Team (two or more)	\$950/person
Synogy Client (limit two registrations).....	no charge
Additional Client registrants	\$495/person

SCHEDULE AT A GLANCE

Tuesday, April 20

8:30 – 9:00 am	REGISTRATION <i>(Continental Breakfast)</i>	
9:00 – 10:00 am	GENERAL SESSION	
	State of Sales Performance Optimization Jim Dickie, Managing Partner, CSO Insights	
10:15 – 11:15 am	BREAKOUTS	
	Plan Modeling that Predicts, Confirms, and Validates Erich Sachse, Managing Consultant-SPM Consulting Practice, Synogy	Focusing the Sales Organization: Analytics and Data Visualization Pete Lamb, Managing Consultant, Synogy
11:30 am – 12:30 pm	BREAKOUTS	
	Workflow Automation Mary Beth Messerknecht, Manager Sales Compensation, Valassis Mattias Jansson, Managing Consultant, Synogy Sainath Thyagarajan, Senior Consultant, Synogy	Increasing Visibility into the Sales Pipeline Christopher Donald, Director-Analytical Products, Health Market Science Tim Kringel, Principal, Health Market Science
12:30 – 1:30 pm	LUNCH	
1:30 – 2:30 pm	BREAKOUTS	
	Winning Over the Sales Force: Communicating the Comp Plan Rick Walsh, Program Director, McKesson Nilesh Murthy, Managing Consultant, Synogy	Will it Fly? The Nuts and Bolts of Piloting New Quotas Erich Sachse, Managing Consultant-SPM Consulting Practice, Synogy
2:45 – 4:45 pm	WORKSHOPS	
	Tenets of Sales Effectiveness: Case Studies in Successful Practices Clinton Gott, Principal, Better Sales Comp Consultants	More than Rational: The Neuroscience of Powerful Reward and Recognition Tim O'Neill, Vice President of Sales, Maritz Michelle Pokorny, Solution Leader of Sales Incentives, Maritz
5:00 pm	RECEPTION	

Wednesday, April 21

8:00 – 8:30 am	REGISTRATION <i>(Continental Breakfast)</i>	
8:30 – 10:30 am	WORKSHOPS	
	Balancing Standardization with Flexibility: Crafting a Sales Compensation Framework for Large Organizations Donya Rose, Managing Principal, The Cygnal Group	Mastering the Art of Report Design Arturo Bentin, Managing Consultant, Synogy Suzi Fredericks, Senior Consultant, Synogy
10:45 – 11:45 am	BREAKOUTS	
	Managing Sales Crediting with Complex Selling Models Mattias Jansson, Managing Consultant, Synogy Sainath Thyagarajan, Senior Consultant, Synogy	Cleaning-up Your Data Act Holger Nickisch, Managing Consultant, Synogy
12:00 – 1:30 pm	ROUNDTABLES <i>(Lunch served)</i>	
1:30 pm	CONFERENCE CONCLUDES	

GENERAL SESSION

TUESDAY, APRIL 20 9:00 – 10:00 AM

State of Sales Performance Optimization

Jim Dickie, Managing Partner, CSO Insights

Before companies can successfully address the challenges facing sales organizations, they need to know what they're up against and how to best overcome today's sales obstacles. Each year CSO Insights surveys over 2,800 companies to identify and analyze the current challenges impacting sales performance. In this session, Jim Dickie, Managing Partner of CSO Insights, will present the findings of their new 2010 Sales Performance Optimization study. Examining how organizations are leveraging people, processes, technology, and knowledge to address these issues successfully, Mr. Dickie will review the latest best practices for ensuring reps are both motivated and empowered to hit their revenue targets this year.

WORKSHOPS

TUESDAY, APRIL 20 2:45 – 4:45 PM

Tenets of Sales Effectiveness: Case Studies in Successful Practices

Clinton Gott, Principal, Better Sales Comp Consultants

In companies across industries and segments, we hear executives increasingly exclaim, "We need a more effective sales force!" Uttering those words is the easy part, but in reality, what do they mean? How do you measure sales effectiveness, what drives it, and what have companies done successfully to improve it? This interactive session will help attendees think through and tackle these tough questions head on.

In addition to describing viewpoints and frameworks developed in his work with companies over the last twelve years, Clinton Gott will discuss real client case studies that highlight successful practices related to tenets of better sales effectiveness. Together, session attendees will hear and share perspectives on:

- defining and measuring sales effectiveness
- examining the benefits, realities, and limitations of using Compensation Cost of Sales (CCOS) as a metric
- exploring how productivity is the crucial element of sales effectiveness
- targeting specific levers that drive productivity including account segmentation, resource deployment, and job role definition
- exploring how goal-based sales compensation plans support an optimally effective sales force.

TUESDAY, APRIL 20 2:45 – 4:45 PM

More than Rational: The Neuroscience of Powerful Reward and Recognition

Tim O'Neill, Vice President of Sales, Maritz, Inc.

Michelle Pokorny, Solution Leader of Sales Incentives, Maritz, Inc.

Enhancing sales compensation programs with promotions, spiffs and contests is a common practice, but why? And how do you make sure you get the results you need from your non-cash reward and recognition efforts? Recent discoveries in neuroscience, behavioral economics, and psychology tell us why these initiatives capitalize on the way our brains work...and how to make them truly effective.

This engaging workshop will alternate between brief presentations on best practices delivered in a highly creative format known as Pecha Kucha and interactive discussions on how those practices could work in your organization. Attendees to this workshop will:

- learn how to bring a rewards and recognition program to the next level of performance by better understanding what makes people tick
- walk away with a game plan to seamlessly incorporate your non-cash reward and recognition programs into your sales compensation plan to successfully retain and motivate your sales force

WEDNESDAY, APRIL 21 8:30 – 10:30 AM

Balancing Standardization with Flexibility: Crafting a Sales Compensation Framework for Large Organizations

Donya Rose, Managing Principal, The Cygnal Group

No matter how big the company, a mismatch between the size of the sales force and the volume of compensation plans can wreak havoc in terms of organizational alignment, sales results, efficiency of the sales operations function, and more. In large sales organizations this impact can be severe. Too few plans and people may not be appropriately motivated in their particular sales roles; too many and the risk for more errors, late payments, and disputes increases.

In this workshop we'll focus on companies with large sales forces and explore approaches for developing a sales compensation framework that provides consistency across the sales organization while supporting the individuality of the business units. Attendees of this workshop will learn:

- what roles a central sales compensation governance function and the regional/divisional sales leadership play in determining plans
- which specific plan dimensions to include in the framework
- how to establish the right balance between standardization and flexibility for your business
- the answer to: How many is too many plans; can there be too few?

WEDNESDAY, APRIL 21 8:30 – 10:30 AM

Mastering the Art of Report Design

Arturo Bentin, Managing Consultant, Syngy

Suzi Fredericks, Senior consultant, Syngy

Ever feel like you have an overabundance of data but no real information? While providing critical information to both management and sales reps is essential, wading through data to construct useful reports is not. This session will lay out the must-have elements of quality sales reports by job role—from executives' sales analyses and plan effectiveness reports to sales reps' commission reports. Using examples from various industries, including pharmaceuticals, technology, and financial services, we'll spell out the information each report should contain, along with tips for designing reports for maximum understanding.

BREAKOUTS

TUESDAY, APRIL 20 10:15 – 11:15 AM

Plan Modeling that Predicts, Confirms, and Validates

Erich Sachse, Managing Consultant-SPM Consulting Practice, Synygy

When sales compensation plans are not properly modeled before they are rolled out to the sales force, companies must deal with the consequences of unknown budget risk, unanticipated compensation costs, and unexpected mid-cycle modifications to plans. In this session we will learn how to use effective modeling to test sales compensation plans and plan changes before rollout to the sales force. Attendees will gain valuable tips about how to design meaningful plan models that will predict total payments, confirm expected results, validate plan assumptions, and much more.

TUESDAY, APRIL 20 10:15 – 11:15 AM

Focusing the Sales Organization: Analytics and Data Visualization

Peter Lamb, Managing Consultant, Synygy

When sales data is not presented in clear, meaningful, and actionable ways, all members of the sales organization can get bogged down, unable to focus on the information needed to be successful in their jobs. Including tools such as what-if calculators, interactive dashboards, and on-demand reports in the sales portal can increase engagement, but they must be thoughtfully designed and incorporated to ensure correct and appropriate use. This session will examine which analytics to utilize in your sales portal to deliver robust role-based information and which visual tools to use to display that information, depending on what you want to communicate and to whom.

TUESDAY, APRIL 20 11:30 AM – 12:30 PM

Workflow Automation

Mary Beth Messerknecht, Manager Sales Compensation, Valassis

Mattias Jansson, Managing Consultant, Synygy

Sainath Thyagarajan, Senior Consultant, Synygy

Reviews, approvals, questions, edits, forms routing, alerts, paper trails: together, they are the glue that holds a sales organization together. In the past, we depended on voice and email inboxes, desktop trays and Post-It® notes, but now technology enables us to automate all these “little jobs” that, if handled poorly, can result in delays, errors, lost sales, non-compliance with rules, and reduced productivity. This session will feature real-life case studies of workflow automation, including dispute resolution, order claims processing, and contract management, as well as a discussion of other processes that can be improved through workflow automation such as account assignments, expense reporting, rebate management, and reward programs.

TUESDAY, APRIL 20 11:30 AM – 12:30 PM

Increasing Visibility into the Sales Pipeline

Christopher Donald, Director-Analytical Products, Health Market Science

Tim Kringel, Principal, Health Market Science

While hindsight may be 20/20, forecasting rarely is. Inaccurate sales forecasts result in unachieved corporate goals, poor decision making, and missed sales opportunities due to a lack of visibility into the sales pipeline. This session will examine how to:

- effectively analyze the sales pipeline to create accurate sales forecasts that can be used to facilitate alignment between sales force behaviors and the sales strategy
- mitigate risks by reducing uncertainty and expected variances in the sales forecasts
- use simulation techniques to quantify risk in sales forecasts
- use tracking techniques such as “Wine glass” Charts and “Ship wreck” Charts to describe whether an organization is going to meet its sales goals or not

TUESDAY, APRIL 20 1:30 – 2:30 PM

Winning Over the Sales Force: Communicating the Comp Plan

Rick Walsh, Program Director, McKesson
Nilesh Murthy, Managing Consultant, Syngy

When it comes to sales compensation plans, many organizations struggle to get sales force buy-in. An improperly communicated sales compensation plan results in reduced revenues and increased cost of sales as sales reps spend time figuring out the plan instead of selling, focus on the wrong activities, and aren't consistently motivated. Given that plans will only succeed if salespeople understand and support them, clearly communicating the plan and securing sales force buy-in from the start are essentials to a plan's success. This session showcases two successful roll outs that demonstrate the power of communication in winning over the sales force and getting the most out of your plan.

TUESDAY, APRIL 20 1:30 – 2:30 PM

Will it Fly? The Nuts and Bolts of Piloting New Quotas

Erich Sachse, Managing Consultant-SPM Consulting Practice, Syngy

To avoid unexpected results and unforeseen reaction from the sales force, it is wise to pilot a new quotas plan to a select group before rolling it out to the entire sales force. This session will cover the essentials for setting up, managing, and evaluating a pilot group. Attendees will walk away with a piloting playbook including best practices for selecting your pilot group, establishing a pilot program timeline, and reacting to feedback. Plan communication to ensure sales force buy-in will also be covered.

WEDNESDAY, APRIL 21 10:45 – 11:45 AM

Managing Sales Crediting with Complex Selling Models

Mattias Jansson, Managing Consultant, Syngy
Sainath Thyagarajan, Senior Consultant, Syngy

Ensuring that the right person gets paid for the right thing may sound like a straightforward problem, but for organizations with complex selling models sales crediting can be an administrative nightmare. There are many factors that contribute to crediting complexity: long sales cycles, multi-person selling teams, frequent account movements, distributor networks, multiple channels, agents/brokers, product specialists, national account managers, vertical targeting, etc. Combined, these factors frequently lead to undesired double-crediting, unassigned orders, claims and crediting disputes, and wasted administrative effort both by sales people and home office. This session will showcase several real-life examples and techniques to improve accuracy, transparency, and claim resolution timelines, while reducing the administrative burden to manage these complex crediting processes.

WEDNESDAY, APRIL 21 10:45 – 11:45 AM

Cleaning-up Your Data Act

Holger Nickisch, Managing Consultant, Syngy

Inaccurate sales data can severely hinder the success of your sales performance management plans. Errors in results can lead to disgruntled sales reps questioning sales analyses and disputing their compensation, tying up vital personnel and wasting company resources to find, correct, and alleviate the problem. Bad data also erodes trust; something not easily re-gained. This session will take a look at the processes required to validate and scrub your data streams—before they muddy your data repository.

PRESENTING COMPANIES



Based on over 30 combined years of large-consulting-firm experience, Clinton Gott and Ted Briggs felt their clients could benefit by a new and more effective model of consulting. In response, they founded Better Sales Comp Consultants with a focus on creating better sales compensation plans and sales effectiveness solutions while using a better consulting model – one that features senior delivery and big-company experience, yet with small-company service and flexibility. Ted, Clinton, and the other members of BSCC believe their hands-on and efficient consulting model is better for helping companies create optimal solutions, meaningful results, and real and lasting change. You can learn more about the firm at www.bettersalescomp.com



CSO Insights benchmarks the challenges faced by today's sales and marketing organizations. We track trends in the use of people, process, technology and knowledge to improve sales effectiveness. Research is the core of our business. Each year, we survey thousands of Chief Sales Officers to learn the challenges they see as most critical. We also review offerings from solution providers to retain our position as the experts on options for CSOs. We write numerous articles and speak at major sales and marketing conferences to share what we've learned with executives like you. CSO Insights has served sales and marketing executives for over 15 years. We only offer pragmatic suggestions, experienced-based examples and the kind of insights you'll want before your next Executive Strategy Session or Board meeting! www.csoinsights.com



The Cygnal Group is a consulting firm providing assistance with design, communication and administration of sales compensation plans to focus your people on the results you need at the right cost of comp for your business. Our commitment is to get your plans right, then continue to support you throughout your plan year to ensure your plans continue to deliver value as your priorities change. Sales compensation is our passion. It's all we do. www.cygnalgroup.com



McKesson Corporation, currently ranked 15th on the FORTUNE 500, is a healthcare services and information technology company dedicated to helping its customers deliver high-quality healthcare by reducing costs, streamlining processes, and improving the quality and safety of patient care. McKesson has been in continuous operation for more than 175 years, making it the longest-operating company in healthcare today. Over the course of its history, McKesson has grown by providing pharmaceutical and medical-surgical supply management across the spectrum of care; healthcare information technology for hospitals, physicians, homecare and payors; hospital and retail pharmacy automation; and services for manufacturers and payors designed to improve outcomes for patients. For more information, visit www.mckesson.com



Health Market Science is the leading source for healthcare provider data, software and advanced analytics in the United States. Health Market Science has developed unique technology and expertise to continuously acquire, analyze, and integrate over 2,500 distinct data sources to create and maintain the single most comprehensive and accurate source of healthcare provider information available today. www.healthmarketscience.com



People can contribute much more to your mission, your business, and your bottom line than you realize. Maritz knows how to reward that untapped human potential. We help you understand, enable and motivate all the people who touch your business: employees, channel partners and customers. Whether your business is financial, automotive, retail, pharmaceutical, or telecommunications, we have industry experience in what it takes to reward. Wisdom from decades of discovering the aspirations and desires that drive human behavior, allows us to create unprecedented results in unexpected ways. We open up new possibilities for success by linking your sales compensation solution with motivation programs that inspire. www.maritz.com



Synogy is the largest and most experienced provider of sales performance management (SPM) software and services. These include SPM solutions for: sales compensation management (incentive compensation; rewards and recognition; and total compensation); sales communications management (sales portals; reports, dashboards, and analytics; and analyses, alerts, and answers); sales goal management (territories and channels; quotas and objectives; and pipeline analysis and forecasting); and sales process management (recruiting, evaluating, and training; data repository and data processes; and workflow processes). www.synogy.com



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CONFERENCE VENUE

The SYNYGY SALES PERFORMANCE CONFERENCE takes place at the CHF Conference Center, located in the heart of Philadelphia's historic Old City:

CHF Conference Center
Chemical Heritage Foundation
315 Chestnut Street
Philadelphia, PA 19106

HOTEL

A block of rooms has been reserved for attendees at the **Omni Hotel at Independence Park** at the group rate of \$149/night. Situated just 15 minutes from the Philadelphia International Airport, the Omni is only steps away from the CHF Conference Center. Overlooking Independence Hall, this European-style luxury hotel is also within walking distance to the Liberty Bell, National Constitution Center, and other attractions, along with some of the city's finest restaurants and shopping.

The cut-off date for the discounted rate is April 2, 2010.

Omni Hotel at Independence Park
401 Chestnut Street
Philadelphia, PA 19106
(215) 925-0000

Read more about the hotel,
travel, and directions at
www.SalesPerformanceConference.com

FAQS

When can I pick-up my registration materials?

Registration opens Tuesday morning, April 20th.

What meals are provided?

Breakfast, lunch, and refreshment breaks are provided both days of the conference. The Tuesday evening reception is also a food event.

What is proper conference attire?

Attire for this event is business casual.

What is Philadelphia weather typically like in April?

Philadelphia is quite comfortable in the spring, with highs in the mid 60's and lows in the mid 40's.

Will I receive a conference attendee list?

Yes, a final list is included with registration materials.

Can I obtain copies of the presentations?

Presentations are posted online at the conclusion of the conference.

CONTACT US

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