

AEO SALES DEVELOPMENT BOARD

PURPOSE

This group is tasked with representing sales individuals and the sales community from the AEO membership.

The AEO Sales Development Group (SDG) purpose is to help member businesses of all sizes, and sales people at all career levels to discover new approaches and techniques with a view to increasing sales effectiveness & delivering greater value to customers. The SDG is formed from a wide ranging set of backgrounds and sales skillsets who are committed to share best practice, education and learning in a collaborative environment for the benefit of the AEO sales community.

• We believe AEO Companies recognise that by Investing in their sales force this can increase sales effectiveness & revenue, Improve greater productivity, motivation & profit margins, retain key personnel & attract new talent, retain and grow customers/visitors experience and loyalty and much much more.

KEY FOCUS AREAS

- Raising the profile of sales making it an attractive and permanent career choice for those coming into the industry.
- How to retain good sales talent within your organisation and the sector.
- The SDG will focus on educating, motivating sales individuals and looking at training providers that can up skill employees, moving them towards their career goals.
- To understand how technology can enhance a sales persons role, using data effectively and looking at specialist subject areas; e.g. Virtual, Digital, Lead generation.

Looking ahead in 2021 our work will recognise the significant challenges that sales organisations and individual have had to face due to Covid, through the acceleration of digital learning, new skillsets and selling in the *new normal*. The SDG will focus upon relevant insight, learnings and practical up skilling for AEO members to take away and implement.

AUDIENCE

Leadership Stream

CEOs – MDs – C-Suite – Portfolio Directors,
Commercial Directors Sales Directors – Heads of Sales – Sales Manager

Academy Stream

Account Managers – KAMs – BDMs – Field Sales –
Core Sales Role

Inside Sales Stream

End-to-End sales – Sales Development Reps – Lead
Generation – Account Executives – Telesales – Online
Sales – Sales Renewals – Internal Sales Support

Graduate Stream

Future Sales Talent – Students (18-24 Year Olds) –
Considering Sales as a Career

FREQUENCY & LOCATION

Meetings occur on a quarterly basis - although additional meetings may be arranged on an issue led basis.

Gatherings are currently held as virtual meetings.



**Group Chair - Sarah Beall -
Managing Director - Forums Events
Ltd**



**Vice Chair - Dan Dixon - Sales
Director Exhibitions - William Reed
Business Media Ltd**