Miller Heiman Group Announces Its First UK Sales Enablement Summit

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Sales force enablement is one of the most important and fastest growing disciplines in the sales industry today. In fact, according to research from CSO Insights, the role of sales force enablement has grown by as much as 69 percent over the past few years alone, and companies without an enablement function are now in the minority.

Nevertheless, two-thirds of organisations that have implemented an enablement function have failed to achieve true success. This is, in large part, due to a lack of clarity about what enablement actually is, but also because most companies lack focus, do not adhere to best practices and have a general absence of real strategy.

With this in mind, Miller Heiman Group is pleased to announce its first UK Sales Enablement Summit, with the event being held on 8th November, 2018 at the NOBU Hotel in Shoreditch, London. Through attendance, sales leaders will gain a clearer understanding of the role of enablement in boosting overall sales effectiveness.

Key Event Features

Over the course of the summit, attendees will hear presentations from expert speakers and industry leaders. The keynote speech will be presented by Tamara Schenk, the Research Director of CSO Insights, who is recognised as one of the leading authorities on sales force enablement, customer experience and sales effectiveness.

Thierry van Herwijnen is also scheduled to give a presentation. Thierry is currently in charge of sales force enablement efforts at Wipro, having previously overseen an extensive enablement transformation at Cisco. As a result, he brings a wealth of first-hand experience to the table in terms of implementing successful strategies.

Attendees will have the opportunity to take part in a number of different Miller Heiman Group-led workshops, where they will be able to learn about methodologies that support successful enablement of a sales force. In addition, they will have the chance to network with leaders from a diverse range of industries.

Further Event Details

One of the most exciting aspects of the upcoming event is the 'Hot Topics' panel discussion, which is being presented in conjunction with The International Journal of Sales Transformation. The discussion will cover a range of different topics, including AI real-time support and behavioural changes stemming from new technology.

The discussion will be moderated by Nick de Cent, Managing Director and Editor of The International Journal of Sales Transformation, who also specialises in the fields of social media, content creation and SEO. The panel itself will be made up of industry leaders with experience of enablement, including Tamara Schenk.

Miller Heiman Group is delighted to announce that the summit will be sponsored by Membrain - an enablement, CRM, coaching and performance management platform aimed at B2B sales companies. Membrain was the only software application named as a High Performer in each of the aforementioned categories at the G2 Crowd Awards.

We are also pleased to say that George Brontén, Founder & CEO of Membrain, will be on hand to deliver a workshop at the summit in London, bringing with him 20 years' worth of experience in the sales software space, as well as a passion for improving sales effectiveness through the use of innovative software, skills and processes.

Register Attendance

The UK Sales Enablement Summit 2018, sponsored by Membrain, is coming to London's NOBU Hotel, in Shoreditch, on 8th November, 2018. The event will run from 09:00 - 16:30 GMT Time.

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You can register your attendance for the summit, or find out more information about the event - including the full agenda for the day and a complete list of speakers - by clicking here. Tickets are available at a special discounted price for all of those who register their attendance before 12th October, 2018.

About Miller Heiman Group

Miller Heiman Group is the global leader in providing organizations sales methodology plus sales technology to drive revenue and change business outcomes. The company's training, consulting, technology and research solutions align process, people, tools, data and analytics to prepare sales and service organizations for the future of selling. For more information, visit www.millerheimangroup.co.uk

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