



This overview of the subjects scheduled for 2024 is intended for your planning. We reserve the right to make changes if necessary. For further information, please call + 49 (0) 611 / 78 78 – 223 (Robert Horn).

Issue, month AD, CD, PD ¹	Fairs, events, congresses	Locations	Dates	Main topics	Further topics	Newsletter for the issue**
Print issue 1/2 AD 2024/01/17 CD 2024/01/23 PD 2024/02/14	German CRM Forum SALES-UP-CONFERENCE	Frankfurt/Main Mainz	02/27 - 28 03/13	Digital Sales Leadership Agile sales teams, hybrid sales force, new team models, new skills and remuneration in sales teams, change management in digital sales	Pricing strategies: Dynamic pricing, sustainable pricing, Price and condition models	Topic: Digital Sales Leadership Dispatch date: 2024/02/15
Digital issue 3 AD 2024/02/22 CD 2024/02/28 PD 2024/03/13	IMU-Frühjahrstagung	Mannheim	03/14	Sales orientation 4.0 Strategies for sales-driven companies, proactive internal sales, customer orientation, 360-degree customer view, software solutions for customer management	SPECIAL 1 Training and performance in sales: Motivation and qualification in sales teams, Overview of training institutes, certificates, New digital sales managers, digital AI school Tenders: Tender management, Selling complex goods, check-up for tenders	Topic: Sales orientation 4.0 Dispatch date: 2024/03/14
Print issue 4 AD 2024/03/18 CD 2024/03/22 PD 2024/04/17	Hannover Messe Sales Summit SalesExcellencelive: Zukunftswerkstatt Sales Excellence	Hanover Hamburg virtual	04/22 - 26 04/24 - 25 05/07	Lead generation 4.0 Smarter selling with AI, new sales technologies, chatbots, AI in after sales and service, AI-supported sales tools, in-house sales vs. mobile field sales, marketing	Innovation in sales: New sales channels, international sales, sales model Innovation, selling services, innovative sales Sales techniques: Customer interaction in VR and AR, Digital offer management, Successful telephone calls	Topic: Lead generation 4.0 Dispatch date: 2024/04/18
Digital issue 5 AD 2024/04/22 CD 2024/04/26 PD 2024/05/15	Dialog Summit	Frankfurt/Main	May	Customer experience CX strategies and processes, sales + service excellence, customer centricity through CRM, CX controlling, CX solutions, CX in (virtual) sales (virtual) sales management	Social media: Social selling, Customer acquisition and platforms, AI, chatbots CRM: AI-supported data management, customer development, AI support + software for customer communication	Topic: Customer Experience Dispatch date: 2024/05/16
Print issue 6 AD 2024/05/21 CD 2024/05/27 PD 2024/06/19				Sales profit chain Customer profitability, customer value creation, customer value-oriented sales process, sales force, sales controlling, sales KPIs	Sales enablement: Sales optimization, sales management, Efficient selling, management of sales teams, AI-supported sales techniques, lean selling	Topic: Sales Profit Chain Dispatch date: 2024/06/20



Issue, month AD, CD, PD*	Fairs, events, congresses	Locations	Dates	Main topics	Further topics	Newsletter for the issue**
Print issue 7-8 AD 2024/07/11 CD 2024/07/17 PD 2024/08/07				Key Account Sales Management and acquisition of key customers, requirements for sales teams, Top supplier strategies, sales tools, customer co-creation, account-based selling	SPECIAL 2 Technical sales: Skills in technical sales, solutions for customer management, customer relations and Selling complex goods Customer acquisition: acquiring new customers, digital lead management, data mining in the sales process	Topic: Key Account Sales Dispatch date: 08.08.2024
Digital issue 9 AD 2024/08/21 CD 2024/08/28 PD 2024/09/11	dmexco IFA	Cologne Berlin	09/18 - 21 09/06 - 10	Lead Excellence Modern lead management, lead nurturing, lead generation with AI, digital customer dialog, best practice new customer business, CRM 2.0, sales funnel	Service sales: After sales, sales of digital services, inbound sales roles in customer service, solution sales, sales tools Sales qualifications: the trend towards sustainable sales	Topic: Lead Excellence Dispatch date: 19.09.2024
Print issue 10 AD 2024/09/17 CD 2024/09/23 PD 2024/10/16	DKM Sales Marketing Forum it.sa IT-Security Medientage München	Dortmund Munich Nuremberg Munich	10/29 - 30 October October October	Negotiating in sales New salesperson profiles, new mindset for sales in hybrid sales, sales success strategies, buying centers, challenger sales, sales techniques, value selling	Sales qualifications: Soft skills, Female sales career, Masterclass Sales, Virtual Meetings Young Professionals: training, opportunities, Strategies for young sales professionals	Topic: New seller profiles Dispatch date: 17.10.2024
Digital issue 11 AD 2024/10/23 CD 2024/10/30 PD 2024/11/13	Handelskongress Deutschland	Berlin	November	Digital sales Digital sales manager, sales automation, sales channels, social selling, agile sales, omnichannel strategies	Growth Sales: International sales, global account management, account-based marketing at KAM, service sales, Market and expansion strategies, interim managers in sales	Topic: Digital sales Dispatch date: 14.11.2024
Print issue 12 AD 2024/11/14 CD 2024/11/20 PD 2024/12/11	Ambiente	Frankfurt/Main	January 25	Tandems in field and office sales Sales tandems, sales and service teams, remote sales teams, remote sales, route planning, Mobile order management, chatbots, monetization of sales targets, commission, software for territory planning	Sales targets: Target agreements, annual meetings with suppliers, forecasts, customer segmentation, operational and strategic sales strategic sales planning, predictive analytics	Topic: Tandems in field sales and back office Dispatch date: 12.12.2024

AD = Advertising deadline | CD = Copy deadline | PD = Publication date

** Further information on advertising opportunities in the newsletter can be found on page 14.