

International Sales Conference Took Place at FHWien der WKW

The world's most renowned sales scholars discussed "Sales 2020 – Managing Customer Relationships in Disruptive Environments" at FHWien der WKW.

Vienna, June 18, 2018 – "Sales 2020 – Managing Customer Relationships in Disruptive Environments" was the topic of the international GSSI conference, which was organized by FHWien der WKW together with the University of Wyoming. This annual conference, initiated by the Global Sales Science Institute, took place for the 12th time from June 6-9, 2018. The Department of Communication at FHWien der WKW was pleased to host the conference in Vienna after Mauritius in 2017, and Birmingham in 2016. The 13th GSSI Conference will be held in Panama next year.

Around 70 participants from all over the world (USA, Canada, Australia, Japan, India and various European countries to name but a few) shared their knowledge on sales topics. Among them were well-known sales scholars such as Dawn Deeter-Schmelz (Kansas State University, Director, National Strategic Selling Institute) who will chair the Global Sales Science Institute for the next two years, Jay Mulki (Northeastern University) and Paolo Guenzi (SDA Bocconi School of Management).

Helmut Pöllinger (Vice President, Brainloop AG) held a keynote speech entitled "Challenges in Relationship Management and Digitalization". His provocative statement "The "S" in IOT stands for Security" led to an active discussion among the scholars. The second keynote speaker, Kristjan Ambroz (Managing Director of Semperit Reifen GmbH, Continental AG), presented his thoughts on the topic "Sales Excellence in Disruptive Environments - How to Lead, Motivate and Coach the Sales Force".

The program included another six topics, including communication in sales, the management of sales staff and the interaction between sales and consumers. Overall, the latest scientific findings were discussed in 24 talks and two special sessions. The discussions were dominated by the topic of digitization. The future of teaching in the light of these developments was also considered - Robert Peterson (Northern Illinois University), Howard Dover (University of Texas) and Joel Le Bon (University of Houston) presented exciting innovations in sales curricula.

In addition to thematic highlights, the organizers also endeavored to offer the participants a colorful social program to promote the city of Vienna as a tourist destination. The conference Chairs Ilona Pezenka & Marina Prem (FHWien der WKW) and Mark Leach (University of Wyoming) were pleased with the lively discussions and the positive feedback from the conference participants. Sieglinde Martin (Head of the Department of Communication at FHWien der WKW): "We are proud to welcome so many international top-class researchers to FHWien der WKW. The insights discussed at the conference will enable us to offer sales classes based on the latest scientific findings."

Find out more on www.globalsalesscienceinstitute.org

PRESS RELEASE



FHWien der WKW

University of Applied Sciences for Management and Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – more than 10,000 to date – for their future careers.

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