



**NATIONAL
SALES LEADERS
CONFERENCE**

Powered by MGA Consulting

14th – 15th August, 2024
Accra International Conference Centre
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**NATIONAL SALES LEADERS
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**NSLC
2024**



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Welcome Message

By the CEO,
MGA Consulting Ghana Ltd.



Good morning, ladies and gentlemen. It is an absolute honor to welcome you to the maiden National Sales Leaders Conference 2024. Thank you for joining us today in what promises to be a truly remarkable gathering of minds.

To our esteemed speakers, distinguished guests, and all attendees from various parts of the globe, your presence here underscores the importance of this event, and we are genuinely grateful. A special thank you to our sponsors and partners, whose generous support has made this event possible. Let us give them a round of applause for their commitment to advancing the sales field.

As someone who has dedicated a significant part of my career to sales, standing here today is incredibly meaningful. When I started my journey in sales, I quickly realized that sales were not just about transactions but about building relationships and driving change.

The primary goal of this conference is to bring together sales leaders, innovators, and thought leaders to share insights and strategies that will shape the future of our industry. We are here to learn, network, and challenge each other to think beyond the status quo. Together, we will explore the evolving role of sales in driving organizational success and economic development. We are here to collaborate, innovate, and inspire one another to reach new heights. The evolution of sales has been marked by key milestones, from the advent of CRM systems that revolutionized customer management to the rise of social selling, where building relationships online has become just as

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The primary goal of this conference is to bring together sales leaders, innovators, and thought leaders to share insights and strategies that will shape the future of our industry."

crucial as face-to-face interactions. We have moved from transactional to consultative selling, where understanding the customer's needs is paramount.

Join the panel discussions and seminars and have the opportunity to participate in hands-on workshops designed to equip you with practical skills and strategies to enhance your sales performance. These workshops are tailored to empower you, from mastering digital tools to refining negotiation techniques.

Thank you for your passion, commitment, and dedication to the world of sales. I am excited about the discussions, workshops, and networking opportunities that await us. Together, let us unleash the full potential of sales and make a lasting impact.

THANK YOU, and enjoy the conference!

Mr. Michael Abbiw
CEO, MGA Consulting Ghana Limited



About NSLC

The dynamic nature of the corporate environment forces sales strategies to change and adjust to new developments. Therefore, human-centered connections forged through conferences and events have become vital catalysts for sales success.

As the various industries evolve, the need for a dedicated platform to address the unique challenges and opportunities facing sales leaders has become increasingly evident. This led to the birth of the National Sales Leaders Conference (NSLC). The NSLC is an annual conference and will be a powerful tool for strategic alignment, communication, motivation, education, and team building within sales organizations and businesses. It will also provide unique opportunities for meaningful engagement, relationship-building, and brand visibility, which cannot be underestimated.

//

The NSLC is an annual conference and will be a powerful tool for strategic alignment, communication, motivation, education, and team building within sales organizations and businesses."

Objectives of NSLC

The National Sales Leaders Conference (NSLC) aims to provide a dedicated platform for sales leaders to adapt, evolve, and thrive in the ever-changing sales landscape by facilitating strategic alignment, knowledge sharing, motivation, and human-centered connections. This will ultimately drive sales success and business growth.

Focus Area

- ➔ Sustainable Sales Practices
- ➔ Women in Sales
- ➔ Uncertainty in Economic Challenges
- ➔ Sales Innovation
- ➔ Insurance Sales
- ➔ Branding and Sales Performance
- ➔ Sales Leadership Excellence
- ➔ Public Sector Sales
- ➔ Building Sales Partnerships
- ➔ Transformative Sales Education



About CorEvents Solutions Ltd.

CorEvents Solutions is an event management company that believes in the transformative power of memorable events. We understand that a well-executed event has the potential to elevate businesses and create lasting impressions on individuals.

We are established with a passion for curating unparalleled experiences, and our company stands at the forefront of the event-organizing industry.

We take pride in our ability to turn visions into reality, making each event unique and unforgettable. Whether it's a conference, seminar, webinar, workshop, corporate meeting, or public lecture, our expertise encompasses the entire spectrum of corporate gatherings. We understand businesses' specific needs and objectives, tailoring our services to meet and exceed expectations.

Why Event Organization?

We are dedicated to pushing the boundaries of innovation, transforming ordinary events into extraordinary memories. We believe every event should reflect the client's vision, and our commitment to creativity ensures that each gathering is infused with a unique flair and distinctive charm.

With our specialty in diverse corporate events, we understand businesses' specific needs and objectives, tailoring our services to meet and exceed expectations.

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NSLC 2024

National Sales Leaders Conference (NSLC) is a platform to learn and network with top experts in the sales industry to empower sales leaders to excel in their organizations utilizing modern technologies and strategies. The maiden NSLC seeks to gather revenue leaders from Ghana and worldwide to learn innovative, creative techniques to drive revenue growth, sales, and marketing.

Recognizing the challenges and opportunities available to businesses today, the conference is a dynamic space where leaders can share insights, explore cutting-edge strategies, and forge partnerships that transcend traditional boundaries.

The 2024 NSLC is themed: “Innovative Selling: Unleashing the Power for Sustainable Competitive Advantage.” Join us in this transformative journey as we redefine industry standards and collectively pave the way for a more prosperous and innovative future.

THEME

The 2024 NSLC is themed: “Innovative Selling: Unleashing the Power for Sustainable Competitive Advantage.”

This theme emphasizes the importance of innovative sales strategies in driving sustainable growth and staying ahead in today's competitive market. It also highlights the need for sales professionals to think creatively, adopt new technologies, and develop fresh approaches to building strong relationships, identifying new opportunities, and delivering value to customers. By unleashing the power of innovative selling, businesses can gain a lasting competitive edge, foster customer loyalty, and achieve long-term success.

Activities

- Webinar Workshops
- Grand formal opening ceremony
- Panel sessions
- Exhibitions
- Breakout sessions
- Networking event
- Corporate dinner

Statistics



Industries



Sessions



Topics



Speakers



Exhibitions



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Speakers Profile

Special Guest of Honor

Hon. Dr. Mohammed Amin Adam
(Minister of Finance)

Dr.Hon. Dr. Mohammed Amin Adam is the Minister of Finance and a distinguished economist and public policy expert. He has a PhD in Petroleum Economics, specializing in petroleum fiscal policy and resource governance. He also has expertise in extractive industries, resource management, and transparency advocacy.

Guest Speaker

Hon. Michael Kofi Okyere Baafi
(Deputy Minister of Trade and Industry)

Hon. Michael Kofi Okyere Baafi, Deputy Minister of Trade and Industry, currently serves as the Member of Parliament for New Juaben South. He is a member of the Chartered Institute of Marketing, UK, holds an MBA in corporate strategist, and has over ten years of experience in insurance marketing.

Main Speaker

Mr. Michael Abbiw
(CEO, MGA Consulting Ghana Limited)

Michael Abbiw is the Chief Executive Officer of MGA Consulting Ghana Limited, a leading Indigenous management consulting firm. He is also a seasoned sales expert with over two decades of experience. He is known for his entrepreneurial spirit, social work, high sense of innovation, creativity, perseverance, and exemplary leadership skills, which have continued to endear him to stakeholders.

Main Speaker

Dr. Daniel Kasser Tee
(National President, CIMG Head, Marketing Communication, Ecobank Ghana)

Dr. Daniel Kasser Tee is the National President of CIMG and the head of marketing and communication at Ecobank Ghana. Daniel is a seasoned professional marketer with over two decades of experience. He is passionate about marketers setting the agenda for their practice, championing the profession's role, and supporting government policies to market Ghana effectively, sector, infrastructure, and public institutions as factors worth promoting to the world.

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Key Panelists



Isaac Dwumah

CEO, Bureau of Marketing & Social Research



Mawuli Ocloo

Founder - SalesRev
Sales Expert, Trainer & Coach



Prof. George Kofi Amoako

Director of Research Innovation & Consultancy (GCTU)



Dr. Jeff Bassey

Founder, Institute of Leadership & Strategy



Dr. Alexander Asmah

CEO, Amenfiman Bank



Dr. Andrews A. Akolaa

Fmr. Head of Marketing - UPSA



Dr. Winfred Kwasi Dodzih

The Secretary General- ECOWAS,
Brown Card Insurance Scheme



Akua Afriyie Osei-Assibey

Head of Marketing & Customer Service - UG Credit Union



George Nkonsah

Business Manager - Ghana & Central Africa, BIC West & Central Africa



Gideon Ataraire

Mentor, Microinsurance Master



Ethel Anamoo

Chief Business Officer - AT Ghana



Godfrey Mensa-Yawson Jr.

National Business Manager
Mega Lifesciences Ghana Ltd



Daniel Opuni Frimpong

Head, Major Accounts and Partnerships - Hubtel



Jane Gyimah-Amoako

Executive Manager, Sales, Marketing & Business Dev.
Tang Palace Hotel



Isaac Narteh Djangmah

Assistant Registra, Marketing, Media, Event & Student Engagement Lead, UPSA



Jerome Adzah

Founder & President - TSM Strategic Hub



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Key Panelists



Kobena Addison
CEO, Quality Insurance
Company



Kwame Owusu-Boateng
CEO, Opportunity
International



Leticia Teiko Insaideo
Country MD, Bboxx Ghana



Kwabena Agyekum
Registrar / CEO, CIMG



Mark Mensah Abban
Sales & Distribution Manager
Middle Belt Ghana, Kasapreko



Robert Kwame Dzogbenuku
Senior Lecturer, Central University



Leeford Grant
Head of Regional Sales, Olam



Hilda Nimo-Tieku
CEO, Jobberman Ghana



Nehemiah Attigah
Co-Founder & Ghana
Director, Accelerayt



Paul Dawuona
Country Manager, Arla Foods



Albert Kwaw-Eliason, PHD.
Sales, Marketing, & Distribution
Expert



Stephen Nii Goe Sowah
Head of Sales, Bank of Africa



Sarfowaa Duncan
CEO & Lead Consultant, Duncs
Consult Ltd.



Stephen Kwarteng Yeboah
MD, Olea M&G Insurance
Brokers



Selom Cofie Atta
Director, Public Sector Group,
Corporate & Investment Banking
Fidelity Bank Ghana Ltd.



Stephen Naasei Boadi
Marketing, Communication &
Technology Consultant

Sessions: Panel Discussion

MODERATORS: Wilhemina Annan-Noonoo & Kwabena Dapaah

SESSION ONE (1)

TOPIC

The Future of Women in Sales Leadership: Empowering and Elevating Women to New Heights

THEMES

- ✓ Breaking Gender Barriers in Sales Leadership
- ✓ Overcoming Biases and Stereotypes
- ✓ Building Inclusive Sales Teams
- ✓ Developing Leadership Skills and Confidence
- ✓ Navigating Work-Life Balance
- ✓ Creating a Supportive Ecosystem for Women in Sales

LEAD DISCUSSANT

- Leticia Insaideo

PANELISTS

- Selorm Cofie Atta, Ethel Anamoo, Hilda Nimo-Tieku

SESSION TWO (2)

TOPIC

Accelerating Economic Growth: The Impact of Sales Strategies on Company Growth

THEMES

- ✓ The Role of Sales Strategies in Company Growth
- ✓ Market Analysis and Opportunity Identification
- ✓ Innovative Sales Techniques and Tools
- ✓ Customer-Centric Sales Approaches
- ✓ Building and Leading High-Performing Sales Teams
- ✓ Future Trends and Strategic Planning

LEAD DISCUSSANT

- Gideon Ataraire

PANELISTS

- Jerome Adzah, Dr. Winfred Kwasi Dodzih, Godfrey Mensa-Yawson, Petra Aba Asamoah

Sessions: Panel Discussion

MODERATORS: Wilhemina Annan-Noonoo & Kwabena Dapaah

SESSION THREE (3)

TOPIC

Exploring Technological Innovation to Drive Sales Growth and Increase Customer Satisfaction

THEMES

- ✓ Leveraging Technology for Sales Growth:
- ✓ Enhancing Customer Satisfaction with Technology
- ✓ Innovative Sales Tools and Platforms
- ✓ Integrating Technology into Sales Strategies
- ✓ Future Trends in Sales Technology

LEAD DISCUSSANT

- Nehemiah Attigah

PANELISTS

- Yacoba Amuah, Kwadwo Boadu Jnr, Daniel Opuni Frimpong, Maximus Ametorgoh

SESSION FOUR (4)

TOPIC

Igniting the Passion and Drive for the Sale of Financial Products

THEMES

- ✓ Building Passion and Motivation in Sales Teams
- ✓ Effective Sales Training and Development
- ✓ Creating a Sales-Driven Culture
- ✓ Leveraging Incentives and Recognition
- ✓ Utilizing Technology and Tools
- ✓ Understanding Customer Needs and Building Relationships

LEAD DISCUSSANT

- Alexander Asmah

PANELISTS

- Mark Andoh/Nii Amankra Tetteh, Stephen Nii Goe Sowah, Akua Afriyie, Robert Dzogbenuku

Sessions: Seminar

MODERATORS: Wilhemina Annan-Noonoo & Kwabena Dapaah

SERMINAR ONE (1)

TOPIC:

Sales Enablement: A Conversation for The Right Tools, Knowledge, And Resources for Sales Success

THEMES:

- ✓ Defining Sales Enablement
- ✓ Tools and Technology for Sales Enablement
- ✓ Knowledge Management and Training
- ✓ Content and Resource Development
- ✓ Measuring the Impact of Sales Enablement

➤ **SPEAKER:** Albert Eliason

SERMINAR THREE (3)

TOPIC:

Personal Branding and Sales Performance

THEMES:

- ✓ Understanding Personal Branding
- ✓ Building Your Personal Brand
- ✓ Personal Branding and Sales Strategy
- ✓ Measuring the Impact of Personal Branding
- ✓ Ethical Considerations and Long-Term Sustainability

➤ **SPEAKER:** George Kofi Amoako

SERMINAR TWO (2)

TOPIC:

Leadership for Excellence: Developing the Next Generation of Sales Leaders

THEMES:

- ✓ The Role of Leadership in Sales
- ✓ Developing Leadership Competencies
- ✓ Leading and Motivating Sales Teams
- ✓ Strategic Sales Management
- ✓ Ethical Leadership and Corporate Responsibility

➤ **SPEAKER:** Dr. Jeff Bassay

SERMINAR FOUR (4)

TOPIC:

Leveraging Insights from Market Research for Building Sustainable Sales Strategies

THEMES:

- ✓ Importance of Market Research
- ✓ Data-Driven Decision Making
- ✓ Customer-Focused Sales Strategies
- ✓ Sustainable Sales Models
- ✓ Implementation and Adaptation

➤ **SPEAKER:** Isaac Gwumah

Sessions: Seminar

MODERATORS: Wilhemina Annan-Noonoo & Kwabena Dapaah

SERMINAR FIVE (5)

TOPIC:

Transformative Sales Education:
Building the Next Generation of Sales Leaders

THEMES:

- ✓ The Changing Face of Sales
- ✓ Innovative Sales Education Models
- ✓ Leadership Development in Sales
- ✓ Measuring the Impact of Sales Education
- ✓ Creating a Culture of Learning

➤ **SPEAKER:** Kwabena Agyekum

SERMINAR SEVEN (7)

TOPIC:

Thriving in Uncertainty: How to Maximize Sales Despite Economic Challenges

THEMES:

- ✓ Economic Overview and Impact on Sales
- ✓ Developing Resilient Sales Strategies
- ✓ Enhancing Customer Relationships
- ✓ Leveraging Technology for Sales Success
- ✓ Case Studies and Best Practices

➤ **SPEAKER:** Mawuli Ocloo

SERMINAR SIX (6)

TOPIC:

Service Excellence within the Public Sector

THEMES:

- ✓ Understanding Service Excellence
- ✓ Leadership and Culture
- ✓ Citizen-Tailored Service Design
- ✓ Process Improvement and Innovation
- ✓ Measuring and Ensuring Quality

➤ **SPEAKER:** Kwasi Agyeman Busia



Who We Are?

MGA Consulting Ghana Limited (MGA Consulting) is a Management Consultancy and Capacity Building firm that provides services to organizations from SMEs to Multi nationals using a team of experienced consultants focused on delivering value to our clients. MGA Consulting has expertise in Sales and Marketing, Business Development, Entrepreneurial Support, Digital Transformation, Customer Service, Finance, and Human Resource Management.

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UP-COMING

National Sales Leaders Conference, 2025

Building on the success of NSLC 2024, which featured over 1200 sales leaders, 36 speakers, 12 panel discussions, and 20 exhibitions, we are excited to announce the National Sales Leaders Conference 2025, to be held in August at the Accra International Conference Centre.

NSLC 2025 is geared to attract sales leaders across Ghana and Africa. It promises to be a remarkable experience, with a revamped agenda featuring interactive sessions, masterclasses, and keynote addresses from global sales thought leaders. NSLC 2025 will be the premier destination for sales leaders who want to stay ahead of the curve and drive business success.

National Sales Achievers Awards

The National Sales Achievers Awards is a prestigious awards program that will recognize and celebrate the achievements of top-performing sales professionals and teams in the industry. The awards will honor sales professionals who have demonstrated exceptional sales performance, innovation, and leadership.

The main goal of the National Sales Achievers Awards is to inspire and motivate sales professionals to strive for excellence in their careers. The awards will provide a platform to recognize and reward outstanding sales achievements, share success stories, and promote best practices in sales. By celebrating the achievements of top-performing sales professionals, the awards aim to raise the standards of sales excellence in the industry.





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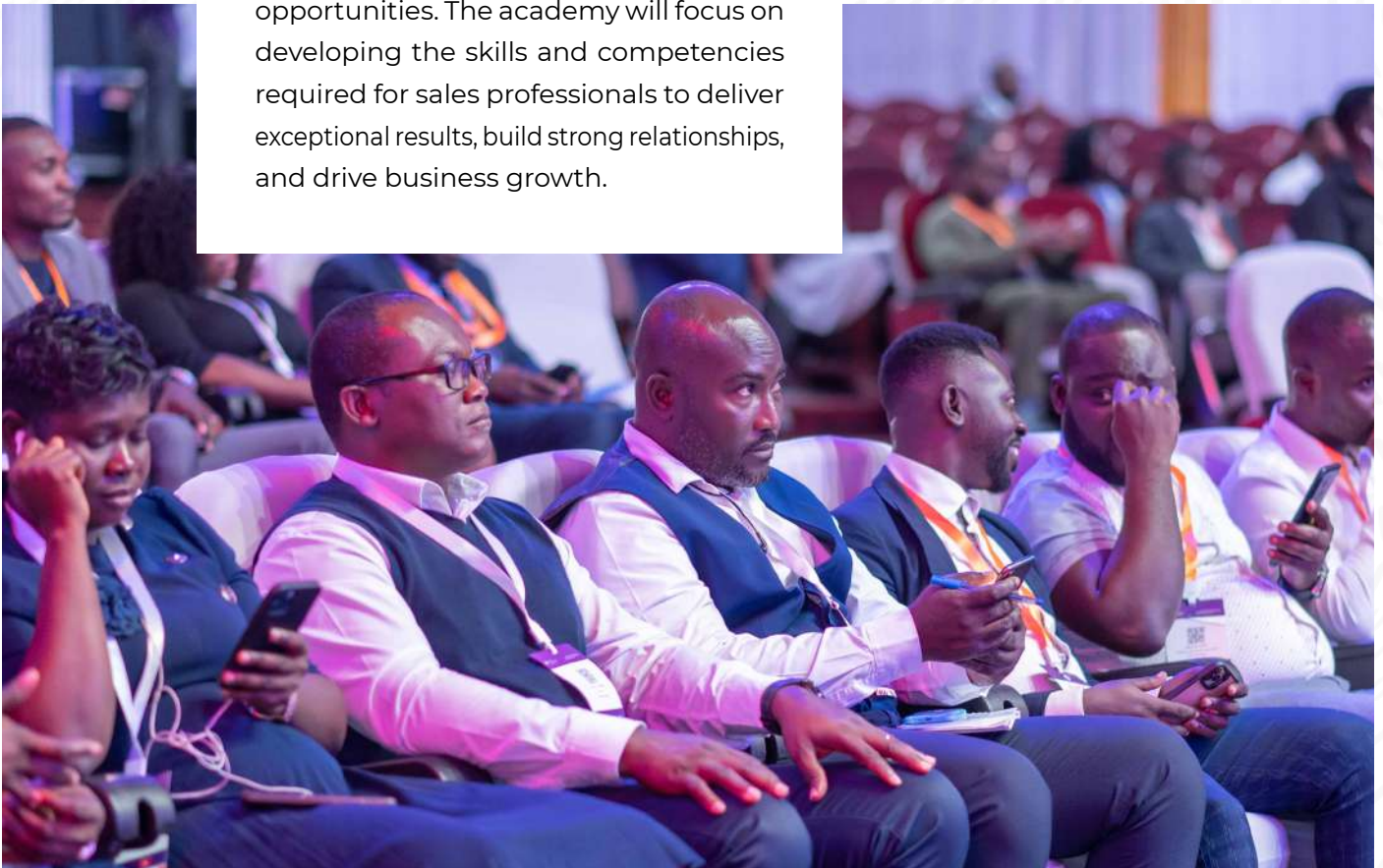
National Sales Academy

The National Sales Academy is a training and development program designed to equip sales professionals and other industry leaders with the skills, knowledge, and competencies required to succeed in today's fast-paced sales environment. The academy will offer a range of courses, certifications, and coaching programs customized to meet the needs of sales professionals at various stages of their careers.

The main goal of the National Sales Academy is to raise the bar for sales professionals in the industry by providing them with world-class training and development opportunities. The academy will focus on developing the skills and competencies required for sales professionals to deliver exceptional results, build strong relationships, and drive business growth.



up-coming / NSAA



Official Launch Of NSLC 2024



The National Sales Leaders Conference (NSLC) was officially launched at the African Regent Hotel on June 20th, 2024. The event brought together professionals, leaders, and stakeholders to share knowledge, strategies, and best practices. Clarus Kwofie, General Manager of CorEvents Solutions Ltd, and Wilhelmina A. A. Annan-Noonoo, the moderator, welcomed all sales professionals and encouraged full participation in the main event and join the national conversation.

The launch, attended by sales professionals, CEOs, and MDs, featured insightful presentations from the guest speakers.

Isaac Gwumah, CEO of the Bureau of Market and Social Research, highlighted that NSLC provides a unique platform that integrates research and practical strategies for learning, growth, and advancement in the sales industry. Kwabena Agyekum, Registrar/CEO of CIMG, and Michael Abbiw, CEO of MGA Consulting Ghana Limited, also shared their perspectives on NSLC's role in driving sales excellence.

Michael emphasized that NSLC is not just another event but a unique and valuable opportunity for sales professionals. It's an event organized by salespeople for salespeople, making it a privilege for professionals to come together and share their experiences. Kwabena echoed this sentiment, underlining the significance of the conference in driving sales excellence. Jane Kitome, General Manager of Allianz Life, not only emphasized the importance of authenticity, transparency, and value in sales but also inspired sales professionals to seize the opportunity to unleash their full potential for their organizations and the nation's economic development. She encouraged women in sales to lead the industry forward to have diversity and inclusion in the profession.

The inaugural conference launch received extensive media coverage and provided attendees with valuable opportunities to network and explore business prospects. This exposure and interaction set the stage for the National Sales Leaders Conference, which promises to be an exciting and memorable experience for all sales leaders, offering a platform for sales professionals to learn, grow, and advance their careers.

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The event brought together professionals, leaders, and stakeholders to share knowledge, strategies, and best practices."

~ The Launch (National Sales Leaders Conference, Accra - 2024)





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