



**NATIONAL  
SALES LEADERS  
CONFERENCE**

Powered by MGA Consulting

14th – 16th August, 2024  
Accra International Conference Centre  
First Edition - Accra, Ghana



**NATIONAL SALES LEADERS  
CONFERENCE - ACCRA**

**NSLC  
2024**



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CEO'S WELCOME MESSAGE	07
ABOUT NSLC	08
ABOUT COREVENT	09
NSLC 2024	11
KEY SPEAKERS PROFILE	13
SESSIONS PANEL DISCUSSION	15
SESSIONS SEMINAR	21
UP-COMING / NSLC	23
NATIONAL SALES AWARDS	25
OFFICIAL LAUNCH	26
GALLERY	27

# Table of Content

# Day One / Opening

14TH AUGUST, 2024 (08:00 AM – 12:00 PM)

## Program Outline

TIME	DURATION	ACTIVITY	PERSONA
8:00 AM - 9:00 AM	1 HR	ARRIVAL + SECURITY CHECK REGISTRATION	PROTOCOL TEAM MUSICAL INTERLUDE BY DJ
09:00 AM - 09:30 AM	1 HR	NETWORKING	NSLC COMMERCIALS MODERATORS
09:30 AM - 09:35 AM	5 MINS	ARRIVAL OF SPECIAL GUEST	
09:35 AM - 09:40 AM	5 MINS	EVENT BRIEFING/ OFFICIAL WELCOME	MC
09:40 AM - 09:45 AM	5 MINS	CREATIVE PERFORMANCE	ASSIGN ARTIST
09:45 AM - 09:50 AM	5 MINS	UNVEILING OF CONFERENCE INITIATIVES	TECHNICAL TEAM
09:50 AM - 10:05 AM	15 MINS	ADDRESS BY THE CEO, MGA CONSULTING GHANA LIMITED	MR. MICHAEL ABBIW
10:05 AM - 10:10 AM	5 MINS	ADDRESS BY THE NATIONAL PRESIDENT, CIMG	DR. DANIEL KASSER TEE
10:10 AM - 10:15 AM	5 MINS	VIDEO INTERLUDE: LAUNCH OF NSLC	TECHNICAL TEAM
10:15 AM - 10:20 AM	5 MINS	ADDRESS BY THE DEPUTY MINISTER OF TRADE AND INDUSTRY	HON. MICHAEL KOFI OKYERE BAAFI
10:25 AM - 10:30 AM	5 MINS	ADDRESS BY KEYNOTE SPEAKER: MINISTER, FINANCE AND ECONOMIC PLANNING	HON. DR. MOHAMMED AMIN ADAMS
10:30 AM - 11:30 AM	1 HR	PANEL DISCUSSION	PANELIST/MODERATOR
11:30 AM - 11:35 AM	5 MINS	CREATIVE PERFORMANCE	ASSIGN ARTIST
11:35 AM - 11:40 AM	5 MINS	OFFICIAL PHOTOGRAPHY	SPECIAL GUEST AND DIGNITARIES
11:40 AM - 12:00 PM	20 MINS	VISIT TO EXHIBITION STANDS FOR GUESTS	EXHIBITORS
12:00 PM - 1:00 PM	1 HR	LUNCH	FOOD BANK

# Closing Ceremony

16TH AUGUST, 2024 (04:00 PM – 05:00 PM)

TIME	DURATION	ACTIVITY	PERSONA
04:00 PM - 04:05 PM	5 MINS	ARRIVAL OF SPECIAL GUESTS	
04:05 PM - 04:15 PM	10 MINS	CREATIVE PERFORMANCE	MUSICAL ARTIST
04:15 PM - 04:20 PM	5 MINS	CONFERENCE RECAP VIDEO	TECHNICAL TEAM
04:20 PM - 04:35 PM	15 MINS	LAUNCH OF NATIONAL SALES ACADEMY AND NATIONAL SALES AWARDS	MR. MICHAEL ABBIW
04:35 PM - 04:50 PM	15 MINS	AWARDS AND RECOGNITIONS	
04:50 PM - 04:55 PM	5 MINS	CLOSING REMARKS	
04:55 PM - 05:00 PM	5 MINS	THANK YOU, AND ACKNOWLEDGMENTS	
		END NSLC24 & NETWORKING	



# Welcome Message

By the CEO,  
MGA Consulting Ghana Ltd.



**G**ood 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



*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.

**C**orEvents 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 Org.

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

**N**ational 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

10+

Industries

15+

Sessions

14+

Topics

16+

Speakers

24+

Exhibitions



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## CONTACT US

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# Speakers Profile

## Special Guest of Honor

Hon. Dr. Mohammed Amin Adam  
Minister, Finance and Economic Planning

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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# 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



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# 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



# ABOUT MGA CONSULTING GHANA LTD.

MGA Consulting Ghana Limited (MGA Consulting) is a Management Consultancy and Capacity Building firm that provides services to organizations from SMEs to Multinationals 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.

## Our Services:

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## MGA STRATEGIC SALES AND MARKETING PLANNING

### Introduction

Strategic sales and marketing planning involves the development and implementation of a comprehensive, well-thought-out strategy to promote and sell products or services. It is a crucial aspect of overall business strategy, as it aligns the organization's sales and marketing efforts with its broader goals and objectives. The primary purpose is to drive revenue growth, enhance market presence, and build lasting customer relationships.

### Course Content

The Content of this training is to equip participants with the knowledge and skills needed to explore the principles and practices involved in developing and implementing effective strategic sales and marketing plans.

### Course Objectives

At the end of the training, participants would be able to:

1. Understanding the Importance of Strategic Planning in Sales and Marketing.
2. Identify and Implement Steps in Developing an Actionable Market Plan
3. Aligning Sales and Marketing Goals with Organizational Objectives.
4. Analyze Market Trends and Develop Customer Segmentation Strategies.
5. Conduct a SWOT Analysis for Effective Planning
6. Develop Sales and Marketing Strategies to Enhance Sales and Marketing Activities
7. Allocate Budgets and Resources Based on the Priorities
8. Establishing Key Performance Indicators to Evaluate and Measure Success

### Benefits of Programs

1. 2 Days of hands-on and tailor-made training
2. Scenario-based interactive sessions
3. Training Materials (i.e.) PowerPoint presentation, manuals, sample activity templates, case studies, scenarios, videos, references, etc.
4. Post-Module Assignments and Written Action Plan to take away.
5. Official MGA Consulting Certificate of Completion

### Who is the Program Intended For?

Specially designed for CEOs/MDs, Sales Managers, Branch Managers/Unit Heads, and all Middle to Top Level Management.

# 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

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# UP-COMING

## National Sales Conference

The National Sales Conference is a premier event that will bring together sales professionals, leaders, and industry experts to share knowledge, ideas, and best practices in sales. This conference aims to equip participants with the latest sales strategies, tools, and techniques to stay ahead in today's competitive market.

The National Sales Conference's main goal is to provide a platform for sales professionals to learn, network, and grow. The conference will feature keynote speeches, panel discussions, workshops, and webinars on various sales-related topics, including modern selling, customer engagement, and sales leadership.

### 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.





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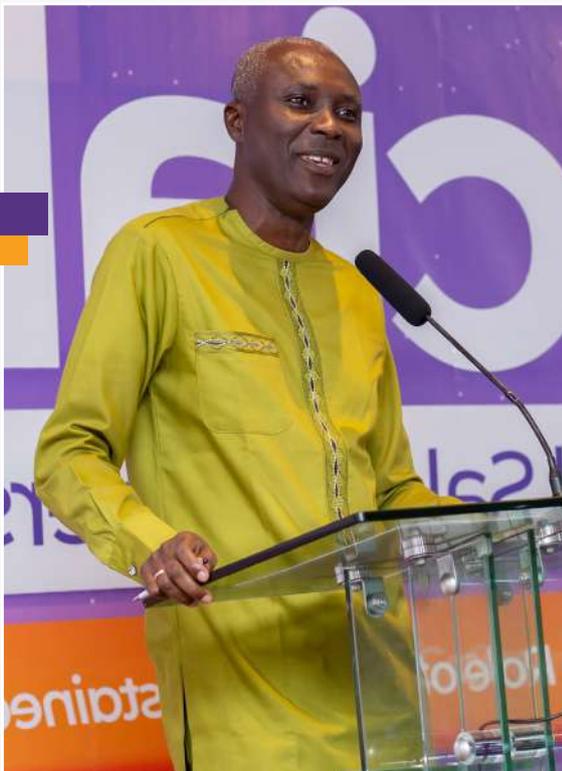
## National Sales Achievers Awards

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.



# 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.

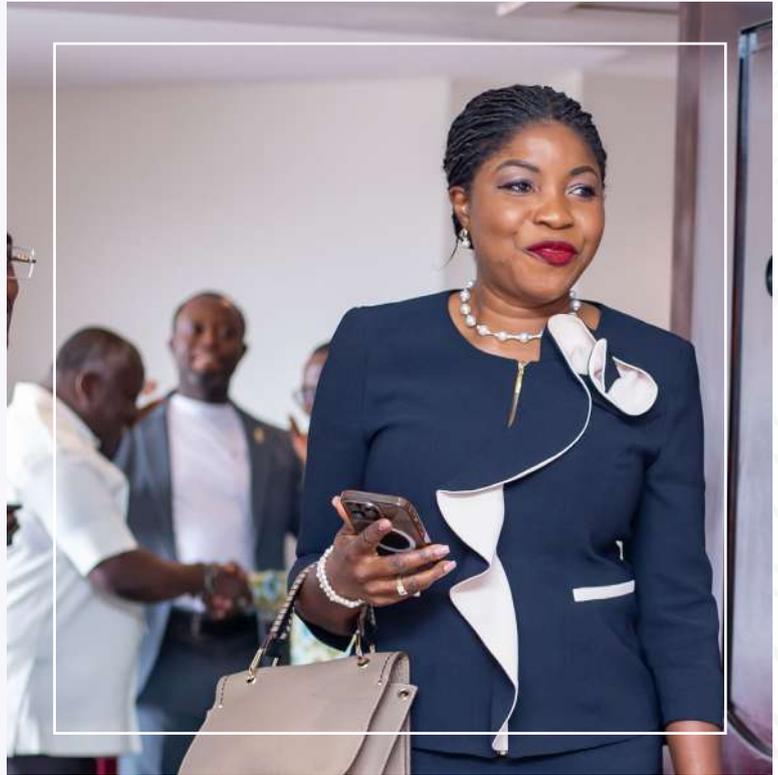
Michael emphasized that NSLC is not just another event but a unique and valuable opportunity for sales professionals. It's an event organized by salespeople for salespeople, making it a privilege for professionals to come together and share their experiences. Kwabena echoed this sentiment, underlining 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.



*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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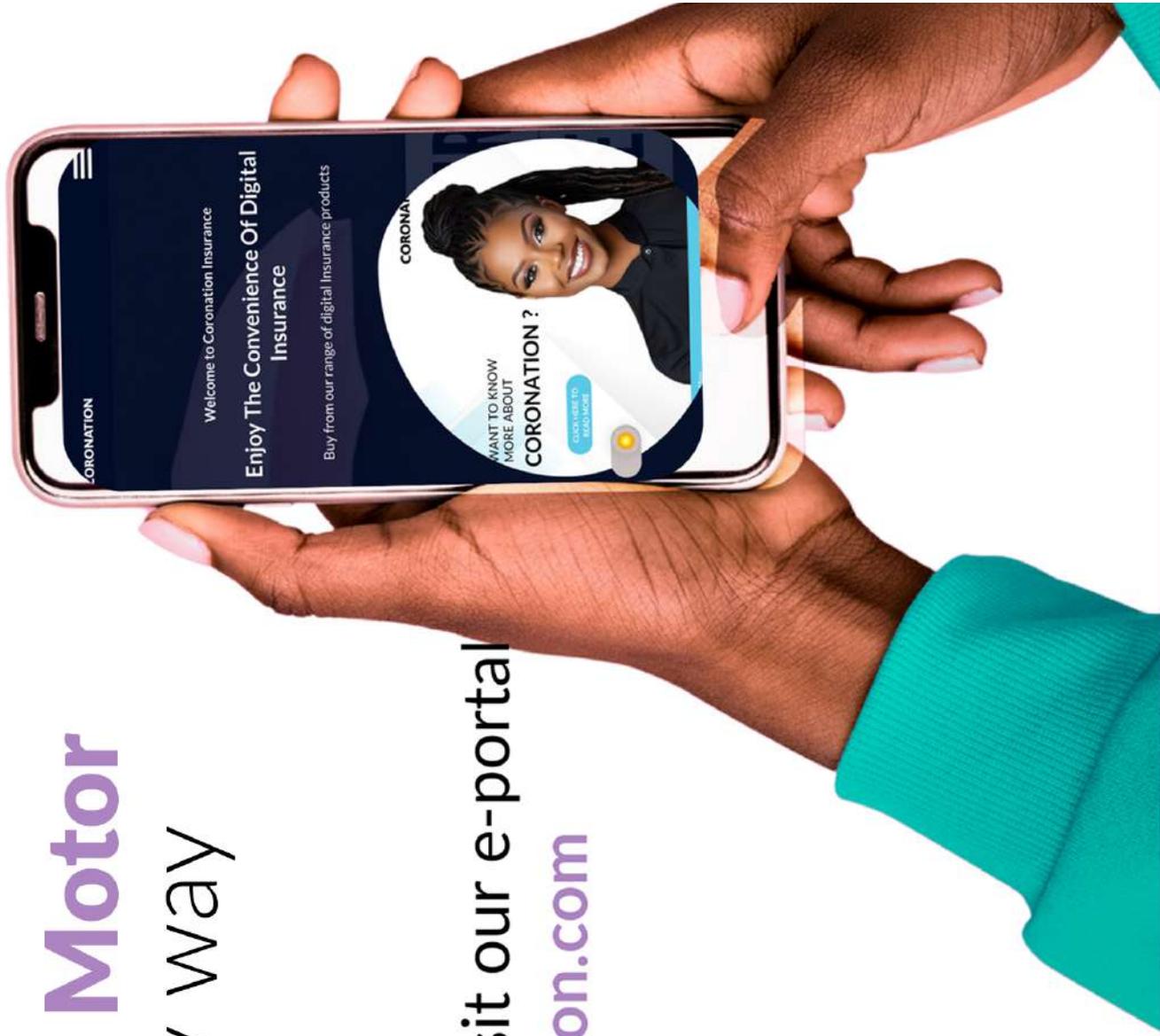
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