



SALES CONFERENCE PROGRAMME 2023

THEME: *Empower, Evolve, Engage- Breakthrough To Excellence*

DAY ONE: THURSDAY 12TH OCTOBER 2023

TIME	DESCRIPTION	PRESENTER
07:30 – 08:30	Registration	Secretariat
08:30 - 08:35	Opening and welcome remarks	Mrs. Lute. L. Mwelo ZIM Registrar & CEO
08:35 – 08:40	ZIM Presidents	Mr. Mwewa Besa - FZIM
08:40 - 09:00	Official Opening	Hon. Chipoka Mulenga - MP-Minister of Commerce Trade & Industry
09:00 – 10:45	Empower, Evolve, Engage- Breakthrough to Excellence	Mr. Themba Nkuna - Keynote Speaker
10:45 – 11:00	TEA BREAK	
11:00 – 12:00	Selling in the Digital Sphere: How Sales Enablement platforms lead to closing deals	Leah Kooma - MD Multichoice
12:00 – 12:30	A word from our Sponsors	Zambia Sugar
12:50 – 14:00	LUNCH	
14:00 – 16:00	Customer Relationship Management (CRM) Enhancing Sales Excellence through Customer Engagements	Brian Mhango – CEO Synergy
16:00 – 16:30	TEA BREAK AND END OF DAY ONE	



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DAY TWO: FRIDAY 13TH OCTOBER 2023

TIME	DESCRIPTION	PRESENTER
08:30	Welcome Remarks	MC
08:30 - 09:30	How to Build a High-Performing Sales Team-Reinvigorating your Sales Mojo to gain your competitive Edge	Panel Discussion with Mr. Kwale Luputa
09:30 - 10:45	Panel Discussion -Zed Success Stories - Learn from the Best	Panel Discussion with Ms. Maria Karima
10:45 - 11:00	TEA BREAK	
11:00 - 12:45	RAFFLE	Secretariat
12:45 - 13:45	LUNCH	
14:00 - 16:00	NETWORKING	
16:00 - 16:30	END OF PROGRAMME	



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Zambia Institute of Marketing