



Sales  
Leadership  
Conference

# Selling **VALUE** at Scale

Achieving 5X!

Designed for Leaders Who Must Win in  
Hard Markets

LAGOS SESSION

**MAY 01, 2026**

LILYGATE HOTEL, LEKKI PHASE 1

ABUJA SESSION

**MAY 21, 2026**

TRANSCORP HILTON (TBC)

Hosted by



# WHY SALES LEADERSHIP CONFERENCE

Markets have shifted.  
Customers are more informed.  
Buying cycles are longer.  
Trust is harder to earn.  
And growth is no longer guaranteed.

Any salesman who would win must do things differently.

The Sales Leadership Conference is a high-impact, practical, and strategic gathering for sales leaders who must deliver results across complex, competitive, and fast-changing industries.

This is not motivation.

This is modern sales leadership, built for Africa's realities.



# WHO SHOULD ATTEND

**Senior and mid level sales leaders with  
2 or more years experience**

**Real Estate & Automobile  
(Luxury & HNI sales)**

**If you lead people, manage numbers, or influence revenue  
this one is for you.**



# WHAT YOU WILL LEARN

Sales People: Practical ways to find, engage and close customers faster, effectively and sustainably

Sales Leaders: How elite sales leaders are delivering consistent growth without burning out their people or damaging trust.

You will gain:

- Practical frameworks you can deploy immediately
- Industry-specific playbooks, not generic theory
- Proven methods for selling outcomes, not products
- Tools for handling objections, stakeholders, and complex buying committees
- Insight into how customers are changing—and how to meet them halfway
- ULTIMATELY- This will set you up to achieve 500% sales performance improvement

## Key Plenary Sessions

### • **The 5X Consultant:**

How modern sales leaders shift from selling to trusted advisory becoming indispensable to customers.

### • **Shifting from Selling Products to Selling Outcomes**

Why buyers no longer pay for features and how to reposition your value.

### • **The Science of Disciplined Execution**

What separates high performers from consistent winners in sales.

### • **Scaling Sales Without Burning Out Your People**

How leaders drive performance while managing energy, morale, and outcomes.

### • **How Your Customers Are Changing—and How to Win Them**

Understanding new buying behaviors across sectors.

### • **Winning From Within**

Why internal alignment, mindset, and leadership discipline now determine external success.

## Deep-Dive Industry Cohorts (Practical & Role-Based)

Participants will break into industry-focused cohorts, covering:

### • **Luxury, Real Estate & Automobile**

- \* Build credibility and long-term trust with Ultra-HNIs and discerning buyers
- \* Position high-value assets around lifestyle, legacy and investment strategy
- \* Manage extended decision cycles involving families, advisors and financiers
- \* Close complex, high-ticket transactions with discretion and precision

In luxury property and high-end automotive markets, performance is shaped by perception, positioning and timing.

Buyers operate from a place of abundance but demand certainty, discretion and distinction. Success in these sectors requires mastery of brand storytelling, asset positioning, negotiation finesse and the ability to manage emotion alongside economics. Whether transacting signature residences or flagship vehicles, the advantage lies in creating undeniable value in moments where every detail signals status and sophistication

## Delivery

The Sales Leadership Conference has been intentionally bundled with our proprietary consultative selling program called Fundamentals of Selling Program (FSP) which is delivered on our Global Sales University (GSU) platform. This will hold for one month starting March 4.

The online learning component for Sales Leadership Conference comprises 5 modules program with a detailed assessment which participants have to pass to be qualified to get their certificate.

## The Online learning starts on March 4

The physical component of the Sales Leadership Conference holds on **May 1 in Lagos** and **May 21 in Abuja**

# FACULTY & FACILITATORS

*Learn directly from experienced sales leaders and practitioners:*

HOST



**BUNMI JEMBOLA**  
CEO, SALESRUBY



**TAYO OLATUNJI**  
BUSINESS EXECUTIVE, NESTLE NG



**KEHINDE OGUNDARE**  
REGIONAL MANAGER, ZOHO



**STEPHEN ASISHANA,**  
HEAD OF SALES, IT HORIZONS

*And other seasoned industry leaders*

# WHAT MAKES THIS CONFERENCE DIFFERENT

- It is designed for the Nigerian market and today's realities
- Combines strategy, psychology, and execution
- Balances sales excellence and leadership sustainability
- Industry-specific, not one-size-fits-all.
- Designed for immediate application, not just note-taking



## Date & Venue

**Lagos: May 1, 2026 | Abuja: May 21, 2026**

# COST OF PARTICIPATION

## Gold Pass

STANDARD RATE

₦205K

EARLY BIRD

₦175K

- ✓ Access to all physical sessions (Lagos or Abuja)
- ✓ 1-Month Online Training on Global Sales University
- ✓ Gold Conference Materials
- ✓ Executive Networking Access

## RubyPass

STANDARD RATE

₦260K

EARLY BIRD

₦220K

- ✓ All Benefits in Gold Pass
- ✓ Priority Front-Row Seating
- ✓ Access to full recordings of the physical event
- ✓ Special Executive Conference Packs

### Corporate Team Discounts (Auto-Applied)

Register 5-9 Delegates: **10% Off** | Register 10+ Delegates: **15% Off**

**Online Starts: March 4  
Physical: Lagos (May 1) and Abuja (May 21)**

# Are You Interested in **SLC2026?**

[www.salesruby.com/SLC2026](http://www.salesruby.com/SLC2026)

or call/whatsapp 09070047684 or 07032580219

or email [training@salesruby.com](mailto:training@salesruby.com)

	<b>Session</b>	<b>Luxury (Real Estate &amp; Automobile)</b>
8:00-9:00	Plenary	The 5X Consultant
9:00-10:00	Plenary	Shifting from Selling Products to Selling Outcomes
10:00-10:30		<b>Tea Break</b>
10:30-11:30	Cohort	Building trust with Ultra HNIs
11:30-12:30	Cohort	Effective Prospecting Strategies for Qualified Real Estate Buyers
12:30- 1:20	Cohort (Practical with roles play)	Handling most common real estate objections and closing
1:30-2:20		<b>Lunch &amp; Networking</b>
2:30-3:15	Sales People	The Science of Disciplined Execution
	Leaders	Scaling Sales Without Burning Out Your People & Managing for Outcome
3:15-4:00		<b>Games</b>
4:00-4:40	Plenary	How Your Customers Are Changing-How to Meet Them Half-Way
4:40-5:30	Plenary	Winning from Within
5:30-6:00		<b>Closing Ceremony</b>

#### **Who This Is NOT For**

Those looking for generic motivation

Anyone unwilling to challenge how they sell and lead