

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)

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)

**FMCG, Retail & Pharmaceuticals
QSRs and Consumer-facing businesses**

Financial Services, Insurance, Fintech & HMOs

B2B, Technology, Oil & Gas, Services

**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**

- Building trust with Ultra-HNIs
- Handling high-value objections and closing complex deals

• **B2B, Technology & Oil & Gas**

- Mapping power and gaining access to decision-makers
- Navigating internal politics and multi-stakeholder buying

• **FMCG, Retail & Pharmaceuticals**

- Distributor management strategies
- Winning at retail through disciplined execution

• **Financial Services & Insurance**

- Expanding HNI networks in 60 days
- Scientific objection-handling frameworks

Each cohort includes practical exercises, role plays, and real-world scenarios.

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.

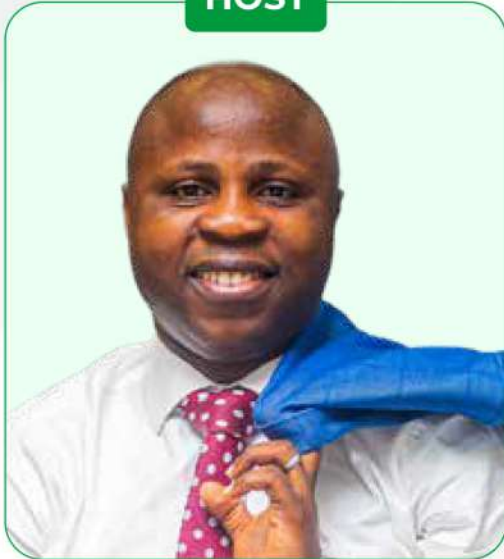
The Online learning starts on March 4

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, ZOHU



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

	Session	Luxury (Real Estate & Automobile)	B2B. Technology & Oil & Gas	FMCG, Retail & Pharmaceuticals	Financial Services & Insurance
8:00-9:00	Plenary	The 5X Consultant			
9:00-10:00	Plenary	Shifting from Selling Products to Selling Outcomes			
10:00-10:30	Tea Break				
10:30-11:30	Cohort	Building trust with Ultra HNIs	Effective Prospecting Skills- Mapping and Gaining Access to Power	The Fundamental Principles for Winning at Retail	Practical Steps for Expanding Your HNI Network Withing 60days
11:30-12:30	Cohort				
		Effective Prospecting Strategies for Qualified Real Estate Buyers	Effective Strategies for Navigating Internal Politics and Aligning Multiple Stakeholders	Effective Strategies for Distributor Management	Building trust with Ultra HNIs
12:30- 1:20	Cohort (Practical with roles play)	Handling most common real estate objections and closing	Challenger Strategies for Closing Enterprise Customers	A scientific framework for handling and winning objections	A scientific approach to winning financial services/insurance objections
1:30-2:20	Lunch & Networking				
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	Games				
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	Closing Ceremony				

Who This Is NOT For

Those looking for generic motivation
Anyone unwilling to challenge how they sell and lead

COST OF PARTICIPATION

GoldPass

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

or call/whatsapp 09070047684 or 07032580219

or email training@salesruby.com