

ANNUAL ONE-DAY SALES LEADERSHIP CONVENTION

**10 Sept
2025**

08h30 - 16h30

The Pivot Hotel,
Montecasino,
Johannesburg

*Are you leading and
managing a sales team?*

Whether you're a seasoned
veteran or new to the role, no
matter your industry or team
size, this event is for **YOU!**

JOIN US!

*Overcoming some of the Top Sales
Leadership Challenges in 2025*

- 1 Inconsistent sales results and pipeline quality
- 2 Weak forecasting accuracy
- 3 Finding and keeping top sales talent
- 4 Lack of new business development discipline
- 5 Limited 1 on 1 results-based accountability meetings
- 6 Not enough coaching competence and focus
- 7 Culture without defined sales process and performance standards
- 8 Overdependence on sales tech without strategy
- 9 Burdened with non-sales leadership demands
- 10 Not sure how to use AI to boost sales

THE MOST EXCLUSIVE EVENT FOR SALES LEADERS AND SALES MANAGERS IN SOUTH AFRICA

BUILDING HIGH-PERFORMANCE SALES TEAMS AND CULTURE FOR CONSISTENT SALES RESULTS

We Have the Solutions!

Today's sales leaders face more pressure than ever — executing strategy, hitting targets, building strong pipelines, retaining top performers, leading with clarity, and creating a sales culture that wins in any market. Sound familiar?

The SalesGuru Sales Leadership Convention 2025 isn't just another event — it's South Africa's largest and most powerful annual gathering of sales leaders who are serious about driving performance, building elite teams, and leading with impact.

You'll gain real-world strategies and insights from top-performing sales leaders who are in the trenches — not theorists or textbook talkers. Expect no fluff, no sugar-coating — just practical, real-world insights on what's working right now to build high-performance teams, drive accountability, unlock growth, and lead through change.

Interactive Sessions:

Powerful discussions and Q&A sessions with top sales leaders



Practical Takeaways:

Walk away with actionable strategies and tips that you can implement immediately to drive sales success



Networking Opportunities:

Connect with like-minded professionals, share experiences, and build valuable relationships

What's Included:

- 5 star experience
- 7 amazing speakers
- Full day conference
- Fully catered event
- SalesGuru Workbook

Why You Should Attend:

Comprehensive Learning

Dive deep into the best information, insights, and sales management expertise designed to elevate your sales team's performance.

Insights from Industry Leaders

Gain exclusive access to SalesGuru's CEO, Mark Keating, and an incredible line-up of 7 local and international sales leaders.

Real-World Strategies

Learn proven strategies and techniques directly from experts who have faced and overcome the challenges of leading successful sales teams.



SALES GURU

The image shows a large, illuminated sign that reads 'SALES GURU' in a bold, sans-serif font. The sign is composed of large, white letters with red lights inside them. It is positioned in the background of a conference room. In the foreground, there are several round tables set up for a conference, with white tablecloths, water bottles, and red floral centerpieces. The room has dark curtains and stage lights are visible on the left side.



MARK KEATING

CEO, SalesGuru

SALES GURU™
We Increase Sales

Mark Keating is widely regarded as “South Africa’s Sales Guru” and is recognised for his expertise in sales leadership, management and sales. Since 2006 Mark has been the CEO of SalesGuru, Africa’s largest sales enablement company, helping companies in 41 countries across 4 continents grow high performance teams and increase their sales results. Mark’s experience has positioned him as a sales thought leader and he has been featured on radio, television, publications, podcasts and webinars.

His mission is clear: to equip sales organisations with the insights, strategies, tools and training they need to thrive in 2025 and beyond!

The Real Role of a Sales Leader: Build People, Drive Results, Own the Standard

Sales leadership is not for the faint-hearted. It’s for those willing to lead from the front, drive results through their team, and hold the line on standards every single day. In this direct, high-impact keynote, Mark unpacks what it truly means to be a high-performance sales leader — not just a manager of numbers, but a builder of people, culture, and consistent outcomes. Expect brutal truths, practical takeaways, and a spotlight on one of the most important tools in a leader’s arsenal: Results-Based Accountability One-on-One Meetings.

Key Discussion Points

- **Why You Are the Engine Room.** Sales leadership funds the business — every department depends on your results.
- **The 3-Part Mission of a High-Performance Sales Leader.** Drive results. Develop people. Build a culture of high standards and belief.
- **The Real Role: Driving Results Through Your Team.** Not around them. Not for them. Through them.
- **Hiring and Retaining Top Sales Talent.** How great leaders recruit right, onboard fast, and keep A-players inspired and committed.
- **Coaching That Changes the Game.** Consistent, high-impact coaching that focuses on activity, pipeline, skills, and mindset.
- **Results-Based Accountability One-on-Ones.** How to lead powerful, weekly conversations that drive performance, ownership, and next-level results.





SHANE GIBSON

Global Sales Thought Leader
& AI Sales Innovation Expert

STREAMING LIVE FROM CANADA

Shane Gibson is an international sales thought leader, keynote speaker, and author ranked #5 on Forbes' list of the Top 30 Social Salespeople globally.

A sales futurist delivering keynotes on AI and the future of sales since 2018, he has over 25 years of experience helping organizations master B2B sales, AI integration, and leadership.

His clients span five continents, and is the author of four books on B2B Sales, Marketing, and Digital Transformation.

AI-Driven Sales Leadership: Leveraging AI and EQ for Leadership Success

In a world where AI can handle up to 75% of sales tasks, the future belongs to leaders who know how to blend technology with human connection. In this high-impact keynote, Shane Gibson shares how today's sales leaders can harness AI to drive performance while leading with empathy and emotional intelligence. Discover practical frameworks to unlock your team's creativity, amplify results, and stay irreplaceably human in an AI-driven sales world. Walk away equipped to transform uncertainty into competitive advantage and lead your sales organization into the future with confidence.

Key Discussion Points

- Top sales and B2B buyer trends shaping 2025 and beyond and how to capitalize on them
- How to integrate AI tools (TQ) into your sales process without losing the human touch (EQ)
- Guerrilla AI strategies, tools, and hacks to gain a decisive sales and leadership edge
- Leading and coaching teams using AI as your co-pilot



RYAN SUTHERLAND DUBAI BASED

Global Commercial Director, Access World
Sales Leader | Growth Strategist |
Global Supply Chain Executive



With two decades of front-line experience in the global clearing and forwarding industry, Ryan Sutherland has carved out a reputation as a performance-driven sales leader who delivers results across continents. He is known for building and leading high-performance sales teams in fiercely competitive international markets — teams that consistently exceed targets by combining smart strategy, strong processes, high standards, and relentless accountability.

Ryan's leadership mantra is simple: "Sales success is built on strategy, people, process, and performance — and you don't compromise on any of them." His passion lies in empowering teams, unlocking commercial value, and building long-term client partnerships that move the needle.

The Blueprint: Building Sales Engines That Scale Across Borders

In this no-fluff, insight-packed session, Ryan Sutherland shares what it really takes to lead high-performance sales teams in complex, fast-paced, and competitive industries. Ryan will unpack how to build a sales organisation that doesn't just hit targets — it scales, sustains, and dominates. Whether you're leading locally or globally, this session will give you insights for building a sales machine powered by strategy, process, people, and accountability. Expect straight talk, real examples, and proven principles that sales leaders can implement immediately.

Key Discussion Points

- **The 5 Non-Negotiables of Building a Scalable Sales Operation.** Strategy. People. Process. Standards. Accountability — and how to align them.
- **How to Drive Performance Across International Markets.** Leading dispersed teams with consistent high standards.
- **Building Sales Discipline: Why Daily Execution Wins Over Quarterly Goals.** The compounding power of consistency and rhythm.
- **From Transactional to Strategic Selling** Creating long-term value-based relationships that grow with your clients.
- **Coaching, Accountability, and Tough Conversations.** Getting your team to own their number — and their performance.
- **Creating Sales Cultures That Perform Without You in the Room.** Embedding mindset, metrics, and ownership across every level.
- **Capture Strategy.** Marketing and SEO techniques that drive real world success.

SALES GURU



CORNÉ KRIGE

Entrepreneur | Leadership Consultant |
Former Springbok Rugby Captain



Cornelius Petrus Johannes “Corné” Krige is a former Springbok rugby captain, respected business owner, and international speaker renowned for his powerful insights on leadership under pressure. He played professional rugby for Western Province, the Cape Town Stormers, and the Springboks, earning 39 test caps and captaining the national team 18 times during one of South African rugby’s most turbulent, high-pressure periods. Known for his toughness, resilience, and fearless leadership on the field, Corné has channelled that same drive into business. Since retiring in the 2004–2005 season, he has launched and grown several ventures alongside former teammates. He now runs CK Advertising, an outdoor media business, and, with his wife Justine, leads a promotional branding company that delivers bespoke, sustainable corporate gifting solutions to top South African firms.

Having built businesses from the ground up, Corné deeply understands the pressure sales leaders face—building high-performing teams, staying motivated through setbacks, and delivering results. Today he blends elite sporting experience with business acumen to deliver keynotes that inspire, challenge, and equip leaders to perform under pressure and lead with purpose.

Debunking Motivation: How to Really Fire up Your Team!

In this powerful and gritty 40-minute keynote, former Springbok captain and international speaker Corné Krige pulls back the curtain on what it truly takes to inspire a team under pressure. With 12 years leading in one of the most brutal arenas in the world—Springbok Test rugby—Corné shares raw, real, and riveting stories from the locker room and test rugby battlefields. From receiving death threats before a match, to standing shoulder-to-shoulder with teammates in a Springbok jersey while the national anthem echoed in front of 60,000 fans, this is pressure and leadership at the highest level. This is not a textbook talk. It’s a masterclass in real-world motivation that connects the heart, the mind, and the mission.

Key Discussion Points

- Why motivation isn’t just a speech—it’s a system.
- How to ignite drive in the toughest environments.
- How to tackle the mental, emotional, and performance pressures that come with leading from the front.
- And much more.



MARNO BOSHOFF

Culture Evangelist, King Price



Marno Boshoff is an international speaker on organisational culture. He is renowned for his ability and insights to build great teams. Over the last decade he has spoken to over 400 companies and had the privilege to help some of the great household names of companies to design their culture processes. Building highly engaged individuals and establishing them in effective team dynamics is the focus of his work.

He is currently the 'Culture Evangelist' at King Price insurance and has helped many large brands to build their internal culture to produce better results.

Building a world-class culture

Join Marno Boshoff as he explains his invaluable insights on the concept of organizational culture, its significance in the workplace, and its impact on organizational success. This presentation will delve into the biological and social definitions of culture, highlighting its importance in shaping company values and behaviors. Through relevant case studies and years of gained practical examples, Marno will demonstrate how to authentically articulate culture through a defined and developed culture process. Gain insights into how a strong company culture can drive employee engagement, productivity, and business outcomes.

Key Discussion Points

- What is culture? The biological and social definition.
- The importance of company culture.
- Case studies to learn from.
- Articulating culture through the culture process.
- Potential culture gap analysis.





ZAKHENI DLAMINI

COO, SA Home Loans



SA Home Loans

Zak is a seasoned home loan specialist with over 18 years of experience at SA Home Loans, the leading non-bank mortgage provider in South Africa. His career spans a wide range of functions, including risk management, business development, affordable housing, and socio-economic transformation programmes. Today, as Chief Operating Officer, Zak leads multiple portfolios including sales, marketing, client experience, and business transformation. His role positions him at the strategic intersection of growth, performance, and transformation within the organisation. He brings a unique and powerful lens to the sales leadership space, blending the precision of a Chartered Accountant, the drive of a new business development leader, and the strategic oversight of a Chief Operating Officer. His journey has shaped a leadership philosophy grounded in the core truth that great sales results come from culture, consistent process, high standards, and disciplined execution.

Zak plays a pivotal role in building and reinforcing the frameworks and cultural foundations that enable SA Home Loans' national salesforce to thrive. A passionate believer in the power of people, Zak is committed to developing leadership at every level, enabling performance, and fostering environments where belief, competence, and accountability intersect to deliver results, even in complex and competitive markets.

Lead with Structure, Win with People

Whether you lead five salespeople or five hundred, Zak believes that building a high-performance sales culture anchored in a compelling purpose is essential. It's not just about numbers — it's about creating a place where people want to succeed, are developed to succeed, and are inspired to stay. In this session, Zak will share the real-world journey, challenges, and lessons learned from growing and sustaining a competitive, top-performing sales organisation in one of South Africa's toughest sectors. He'll unpack the importance of sales culture, process, coaching, recognition, and the daily behaviours that define consistent performance —

Key Discussion Points

- **Leading Through Complexity:** Lessons from navigating SA Home Loans through a highly competitive, evolving market — and what every sales leader can apply.
- **Structure Before Scale:** Why the right process, systems, and rhythm build a platform for sustained sales performance.
- **Purpose fuels Performance:** When people are working for a bigger cause, performance becomes personal.
- **A Culture of Recognition:** How SA Home Loans' rewards and recognition initiatives boost retention and inspire next-level performance.
- **And much more.**





RYAN SEELE

Group Managing Director,
Mortimer Motor Group



Ryan Seele leads one of South Africa's largest rural based motor dealership groups, Mortimer Motor Group, with over 800 employees across 30+ dealerships. Known for his grounded leadership style and commercial sharpness, Ryan has transformed MMG into a high-performance sales organisation by building a culture of accountability, empowering sales leaders, and maintaining laser focus on both customer experience and operational excellence. He is also a Director at BLUU Car Rental, a company associated with MMG.

A respected industry voice, Ryan brings real-world experience in leading large sales teams through market volatility, economic pressures, and competitive disruption—while still delivering consistent sales growth.

From Floor to Forecast: Leading Sales Teams That Deliver, Every Day

In this high-impact session, Ryan Seele shares the practical strategies and leadership lessons that helped him scale Mortimer Motor Group's sales performance across a national network of dealerships. This is not theory — it's real talk from a leader who knows what it takes to drive consistent sales results, develop high-performing sales managers, and keep teams motivated in competitive, fast-paced environments. Whether you lead 5 sales people or 50, this session will leave you with new ideas, renewed clarity, and a fresh fire to lead better.

Key Discussion Points

- Creating a sales-led culture across multiple locations
- Leading through tough markets: strategies that work
- How to keep your sales team focused, motivated, and accountable
- The power of disciplined daily management
- Why your sales floor culture is your ultimate competitive edge
- Developing sales managers to become true leaders, not just administrators
- Selling value over price — how to win against cheaper competitors without discounting your worth
- Motivate, mentor and teach





FAQ

Is this only in Johannesburg or can we attend online?

This exclusive event is limited to Johannesburg with a limited number of seats. Unfortunately, no online attendance option is available. Should you be interested to attend an event like this in your region, please drop us a line on info@salesguru.co.za with your region and we will most certainly consider this for future events.

What's included in my ticket purchase?

When you register for the SalesGuru Annual Sales Leadership Convention, you participate in the full-day sessions with all the speakers. This exclusive convention has limited seats to help you get the maximum value from the event, bring home actionable ideas that you can implement and better lead your team. Coffee and snacks on arrival, morning and afternoon snacks, catered lunch and a sales management workbook will be provided. You are responsible for your own travel and accommodation.

When does the 1-Day Sales Leadership Convention Start?

Arrival and registration begins at 7:30am. The convention will begin at 8:30 am.

What if we want to bring multiple members from our company to the event?

4+ people, a 5% discount will apply.

This will automatically be applied at checkout.

What hotels are located near The Pivot Hotel Conference Centre?

The Pivot Hotel, Hotel Perte, The Piazza Hotel and City Lodge Hotel Fourways.

What if I am registered for an event but am unable to attend?

Once you register, your booking is confirmed, and payment is due 7 days from invoice to confirm your booking.

Cancellation Policy:
All cancellations must be in writing.

More than 45 Days Prior to Event:
Full Refund

More than 30 Days Prior to Event:
50 % Refund

Less than 30 Days Prior to Event:
No refund, you may transfer your booking to another delegate or use your booking to attend another future SalesGuru Sales Management Convention (based on availability).

Please contact us at info@salesguru.co.za no less than 14 days prior to the event date.

Any requests made within 14 days of the event will not be honoured.

**Book
Now!**

SALESGURU™
We Increase Sales



Standard Ticket:
R 7950

Early Bird Discount:

*Enjoy a 10% discount if you
register before 31st July.*

Bulk Discount:

*4+ people, a 5% discount will apply.
This will be applied at checkout.*

LIMITED SEATS!

*Due to high demand, tickets are
expected to sell out quickly.
Secure your place today!*

**CLICK HERE
TO BOOK**

**For any queries,
please contact us at:**

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