

ANNUAL ONE-DAY SALES LEADERSHIP CONVENTION

**10 Sept
2026**

08h30 - 16h45

The Capital On The Park,
101 Katherine St, Sandown,
Sandton, 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!

*In our 2025 Sales Leadership Survey, SA's sales
leaders shared their biggest challenges.*

Here are the Top 10:

- 1 Your team's prospecting activity is inconsistent
- 2 Pipeline is unreliable, forecasting feels more like guesswork than strategy
- 3 You're struggling to find, attract and retain the right sales talent
- 4 There aren't enough hunters on your team and you're not sure how to build them
- 5 Accountability conversations feel uncomfortable or they're not happening at all
- 6 You know you should be coaching more but time, confidence or structure gets in the way
- 7 Your team sells on price instead of value – leaving margin on the table
- 8 You're carrying underperformers longer than you should
- 9 Too much of your day is spent on admin, reports, and non-revenue activities
- 10 You're under pressure, under-resourced, and expected to deliver more with less

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



LEAD THE STANDARD OWN THE RESULT

We Have the Solutions!

The Sales Leadership Convention is the one day a year that should be non-negotiable for every sales leader. One day to switch off from everything else. One day to invest in the person your company depends on most – you.

The ROI is immediate: new frameworks, sharper accountability, better coaching, proven hiring strategies, and a renewed standard for how you lead – delivered by leaders who are in the trenches, not theorists behind a lectern. Delegates consistently say this is the single most valuable day they spend on their own development all year.

Every sales team reflects its leader. Every result is a mirror of the standard you set – or the standard you tolerate.

This year's convention is built around a single, powerful truth: the standard you set as a leader IS your strategy. Not your CRM. Not your incentive scheme. Not your sales deck. You. Lead the Standard. Own the Result. This day is designed for sales leaders who are ready to raise the bar – on themselves, their teams, the outcomes they deliver.

Interactive Sessions:

Powerful discussions, live Mentimeter polls, and Q&A with top sales leaders



Practical Takeaways:

Walk away with actionable strategies you can implement immediately



Networking Opportunities:

Connect with like-minded professionals and build valuable relationships

What's Included:

- 5 star experience
- 7 world-class speakers
- Full day convention
- Fully catered event
- Sales Leadership Workbook
- Sales leadership survey
- Key insights & Action Items PDF



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. This is the most concentrated day of sales leadership development available in South Africa.

Insights from Industry Leaders

Gain exclusive access to an extraordinary line-up of 7 local and international sales leaders – including Africa's leading sales authority, a globally recognised business strategist, and executives who are driving sales results right now across Africa and beyond.

Real-World Strategies & Post-Event Action Guide

Learn proven strategies directly from sales leaders who have built successful teams in South Africa, across Africa and globally. After the convention, every delegate will receive a professionally produced PDF summary of key insights and action items from each speaker, so you can focus on listening, thinking, and connecting on the day.

A large, illuminated sign reading "SALES GURU" in a conference room setting. The sign is made of large, white, 3D letters with red lights inside. In the foreground, there are several tables set up with water bottles and red floral centerpieces. The background shows a stage with blue and red lighting.

A PERSONAL INVITATION FROM MARK KEATING AND BRETT WOOD

CEO, Managing Director, SalesGuru

The SalesGuru team created this convention because we believe sales leaders are the most under-invested people in business. Think about it. Every company depends on revenue. Revenue comes from the salesforce acquiring, retaining and growing customers. And a salesforce is only as good as the leader who hires, coaches, holds them accountable, and sets the standard every day. Yet how many companies truly invest in the people carrying that responsibility?

Companies spend fortunes on CRM systems, marketing campaigns, technology and more. But when it comes to the sales leader – the person responsible for making it all work – the investment is often an afterthought. A half-day workshop or a book recommendation. That's not good enough.

The SalesGuru Sales Leadership Convention was born from a simple conviction: if we could gather some of the best sales leadership minds in one room and give South African sales leaders access to strategies, frameworks, and lessons that actually move the needle, we could change how sales teams perform across this country. Four years later, we can tell you it's working. This event has sold out every year since launching in 2023. Delegates come back, bring colleagues, and tell us it's the one day they protect in their diary. This year's speaker line-up is exceptional. From a global venture capitalist and business authority to seasoned sales leaders who have scaled teams across continents – every speaker has earned the right to be there through results, not reputation.

Mark is personally opening and closing the day because this convention isn't a product to us. It's a mission. We want every leader who walks through those doors to leave sharper, more confident, and more deliberate about how they lead their team. This is your day. One day. No distractions. No emails. No firefighting. Just you, investing in the leader your team needs you to be. We look forward to seeing you on 10th September.

WHAT SALES LEADERS ARE SAYING

This event sells out every year for a reason. Here's what delegates had to say:

"If you lead a sales team and you're not at this convention, you're leaving growth on the table. The calibre of speakers, the energy in the room, and the practical takeaways are unlike anything else in South Africa."

Head of Sales, Major Bank



"Every talk hit a nerve. No fluff, no theory – just real leaders sharing what actually works. I brought one sales manager this year. Next year I'm bringing them all."

**National Sales Manager,
Financial Services Company**



"I came for the speakers. I stayed for the strategies. I went back and restructured key areas on how my sales team operates within two weeks. That's not an exaggeration – it's the ROI of one day."

Sales Director, Large ICT Company



"The single most valuable day I've spent on my own development in 10 years of leading sales teams. I walked out with a completely different standard for how I run my one-on-ones, my pipeline reviews, and my Monday mornings."

**Sales Manager,
Multinational Logistics Company**

**LIMITED SEATS.
PREMIUM EXPERIENCE.
DON'T LEAVE IT TOO LATE.**



WHAT YOU'LL LEAVE WITH

THIS IS NOT A DAY OF THEORY. IT'S A DAY OF TRANSFORMATION.

**When you leave the Sales
Leadership Convention 2026,
you'll take with you:**

**A clearer picture of what great sales
leadership looks like** – not in a textbook,
but in practice, in South Africa, right now.

**Practical frameworks for accountability,
coaching, and performance management** – tools
you can use in your very next one-on-one meeting.

**Strategies for hiring, developing, and
retaining top sales talent** – from leaders
who have done it at scale, across industries.

**The confidence to lead through constraint,
pressure, and change** – because the best
leaders don't wait for perfect conditions.

**Data-driven insight from SA's largest sales
leadership survey** – anonymous, aggregated
results that show you where you stand
relative to your peers.

**A comprehensive post-event Key Insights &
Action Items PDF** – every speaker's key points,
captured and delivered so you can focus on leading.

A powerful peer network – connections with
South Africa's most ambitious sales leaders who
share your challenges.

WHO SHOULD ATTEND

This convention is designed for leaders who are responsible for driving revenue, building high-performance teams, and shaping commercial success:

- **Sales Directors, Heads of Sales & VP Sales**
- **Sales Managers, Team Leaders & Regional Managers**
- **CEOs & Managing Directors of sales-driven organisations**
- **Business Owners & Entrepreneurs looking to scale their sales function**
- **Business Development Directors & Growth Leaders**
- **Marketing Directors & Marketing Managers seeking stronger alignment with sales and greater commercial impact**
- **HR Directors & L&D Leaders responsible for sales capability and performance development**
- **Commercial Leaders responsible for revenue, pipeline, and customer growth**
- **Anyone who leads, manages, or enables a sales team and wants to improve performance, accountability, and results**





MARK KEATING

CEO, SalesGuru

SALES GURU™
We Increase Sales

Mark Keating is widely regarded as South Africa's Sales Guru and a leading authority on sales and sales leadership. As CEO of SalesGuru, Africa's largest sales enablement and training company, Mark and the SalesGuru team has spent over 20 years helping more than 161,000 salespeople across 2,300 companies in 43 countries build high-performance teams and drive real results.

Known for his direct, practical, and high-energy style, Mark speaks from real-world experience – not theory. His mission is clear: to equip sales organisations with the insights, strategies, and tools they need to win.

The Sales Leader's Blueprint for Driving New Business

From Order-Takers to Opportunity-Makers

Your team is busy. Clients are being managed. Renewals are coming in. But when last did you honestly ask: how much of this year's revenue came from a door you've never opened before? Most sales leaders are sitting on a slowly thinning new business pipeline and don't see it until a major client exits, a competitor moves in, or the growth target becomes impossible to hit on existing accounts alone. In this direct, practical opening keynote, Mark gives you the blueprint to diagnose the problem, fix the structure, and build a team that genuinely hunts – not just farms. Leave with tools, frameworks, and 10 clear actions you can implement the moment you're back at your desk.

Key Discussion Points

- **New business growth:** How much are you really achieving and is your team spending its time hunting or just protecting what it already has?
- **The science behind why hunters and account managers are two different people, and what it costs you to confuse them.**
- **Hybrid vs Hunter and Farmer – what works best, and how to design the right role structure for your team size, market, and growth ambition.**
- **Why winning a new client demands far more skill, resilience, and toughness than managing an existing one – and how to coach for it.**
- **Is your commission structure rewarding farming more than hunting? What to change and how. Plus 10 prioritised actions to build a new business engine that works, starting this week**





VUSI THEMBEKWAYO

Global Business Leader | Venture Capitalist |
International Keynote Speaker

Vusi Thembekwayo
SPEAKER | INVESTOR | LEADER

Vusi Thembekwayo is one of the world's most in-demand business speakers, a venture capitalist, and a globally respected authority on leadership, strategy, and performance in times of disruption.

With over two decades of experience and more than 180 keynotes delivered across six continents, Vusi has advised Fortune 500 CEOs, built and invested in high-growth businesses, and worked across 40+ countries helping leaders navigate change and drive results.

Known for his bold thinking, sharp commercial insight, and powerful storytelling, Vusi challenges leaders to rethink how they lead, compete, and win in increasingly complex environments.

His sessions are not motivational, they are strategic, thought-provoking, and deeply practical, designed to shift how leaders think and act.

How to Win

Winning demands a kind of tactical insanity – the deliberate choice to disbelieve the evidence in front of you and commit to an outcome the world says is impossible. For business leaders, it means believing you can grow in a shrinking economy: tuning out the noise, the doomscrolling, the pessimism industry.

This keynote confronts audiences with a choice: you are either a current affairs junkie or a winning junkie – but you cannot be both. Through a powerful four-lever framework, delegates are given a practical architecture for building winning organisations, starting with mindset and ending with execution.

Key Discussion Points

- Reframe winning as a deliberate organisational choice, not a market condition
- Understand the four levers that separate winners from everyone else: People, Playbook, Tools, and Desire
- Recognise that desire coupled with strategy are the most neglected competitive advantages in the marketplace
- Leave with a personal mandate to challenge the evidence and act with conviction, regardless of conditions





JUAN MARAIS

Global Head of Sales, Cartrack



From the early days of building customers one by one, to leading a business with over 2.6 million subscribers across 24 countries, Juan Marais has helped scale a sales organisation of more than 1,000 salespeople and a large sales leadership team driving performance across multiple markets.

He has built and led sales teams, sales managers, and leaders across different countries, cultures, and competitive environments – all while maintaining consistent performance standards.

In Conversation with Juan Marais:

Building a Global Sales Engine That Delivers Results at Scale

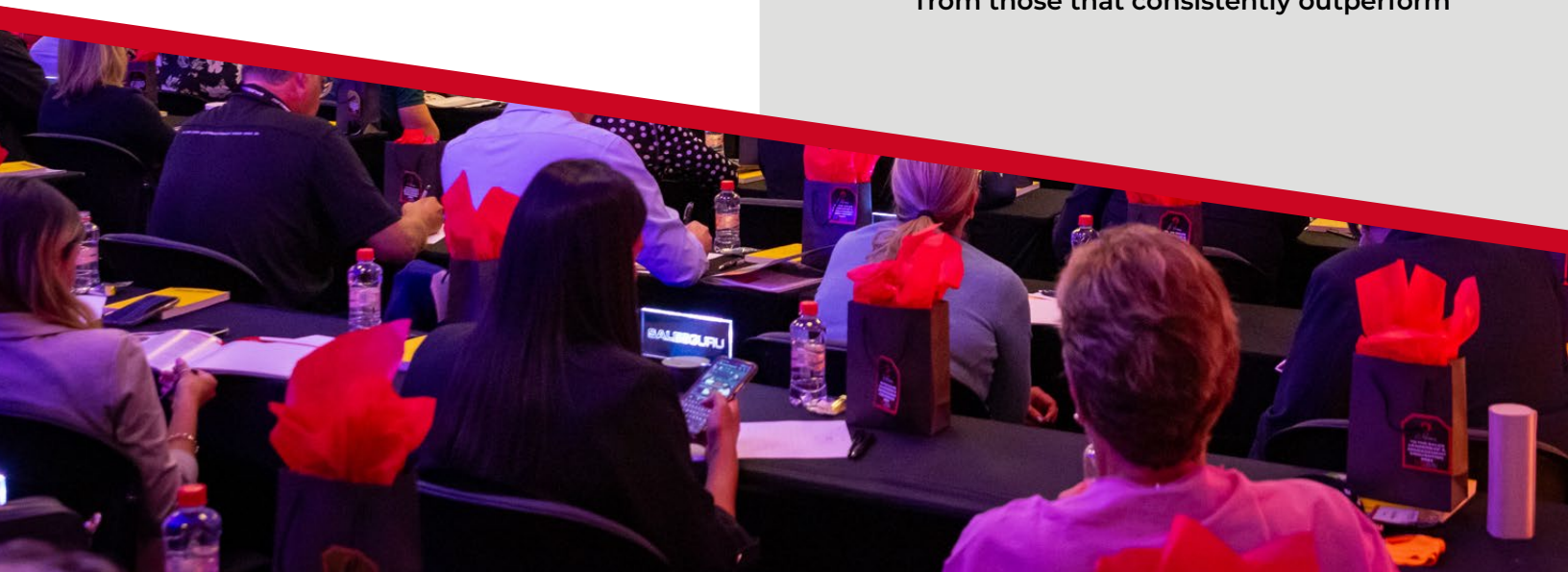
In this high-impact conversation, Juan shares the real story behind building and leading one of South Africa's most successful global sales organisations.

This session unpacks the sales and leadership disciplines required to scale performance, maintain standards, and win in competitive markets.

This is what it really takes to build a sales machine that delivers, year after year.

Key Discussion Points

- The non-negotiable sales disciplines that drive consistent revenue growth
- Building pipeline: why top sales teams never leave it to chance
- The role of measurement, metrics, and absolute accountability in performance
- Coaching and leadership: what it really takes to develop high-performing salespeople
- The danger of tolerating under-performance and how it impacts culture
- How to scale a sales organisation across 24 countries without losing standards
- What separates average sales teams from those that consistently outperform





CHRIS LAZARUS

Chief of Sales, Regions and
Customer Care, Cell C



Chris Lazarus is a highly experienced sales leader with over 30 years of building and leading high-performing teams in competitive markets.

Currently leading Sales, Regions and Customer Care at Cell C, Chris has also held senior leadership roles at Vodacom across multiple regions and business units, and played a key role in launching Safaricom Ethiopia's enterprise business.

Known for his direct leadership style, commercial clarity, and ability to inspire teams, Chris has built a reputation for driving performance through people, not just targets.

His strength lies in developing sales teams that perform under pressure, take ownership, and deliver results in demanding environments.

The Salesperson Has Changed. Have You?

How to build, lead, and motivate sales teams that actually perform today

The salesperson you led 10 or 20 years ago is not the salesperson you're leading today, and most leaders haven't adapted.

In this practical, straight-talking session, Chris unpacks what has changed, why traditional leadership approaches fall short, and what it now takes to build a high-performing sales team.

This is not theory – it's real-world insight on leading salespeople, driving performance, and getting your team to step up and deliver.

Key Discussion Points

- The modern salesperson: what's changed and why it matters
- Why targets don't drive performance (and what does)
- Creating teams committed to a mission, not just numbers
- Leadership behaviours that drive real performance
- Getting your team to step up, not just comply
- Building a culture where people take ownership





PHUMLANI MANCAPHA

Commercial Leadership Expert
| Former AstraZeneca Director
| Founder, MM Group



Phumlani Mancapha is a highly experienced commercial leader with nearly two decades of driving sales growth across the pharmaceutical and healthcare sector in Africa.

He has led frontline sales teams, national portfolios, and multi-market business units, most recently as Biopharma Business Unit Director at AstraZeneca across the African Cluster.

Phumlani is known for leading teams through some of the toughest commercial environments – regulatory pressure, shrinking resources, and organisational change – while still delivering growth, protecting market share, and driving performance.

Today, as Founder of MM Group, he focuses on developing future-ready leaders through coaching, consulting, and leadership development.

How to Win When You Have Less – Not More

Growth is easy when budgets are strong, teams are fresh, and markets are expanding. But what happens when the opposite is true?

In this powerful and practical session, Phumlani shares real-world lessons from leading sales teams through constraint — where growth had to be driven without additional resources, in high-pressure, highly regulated environments.

This is about how to lead with clarity, make better decisions, drive disciplined execution, and get your team to perform – even when everything is working against you.

Key Discussion Points

- **Why constraint forces better leadership and sharper decision-making**
- **Clarity over comfort, focusing on what actually drives sales**
- **Execution discipline as the real driver of results**
- **Leading teams with confidence under pressure**
- **Building cultures where ownership outperforms resources**





CINDY NORCOTT

Entrepreneur | Business Owner
| International Keynote Speaker
| Business Coach



Cindy Norcott is an internationally recognised keynote speaker, TEDx speaker, entrepreneur, and business coach with over 30 years of real-world leadership experience.

As the founder and leader of a highly successful recruitment business, Cindy has built, scaled, and sustained performance through multiple economic cycles, shifting markets, and constant pressure – all while leading and developing high-performing teams.

With over 2,000 talks delivered worldwide and more than 25 business awards to her name, Cindy is widely respected for her authentic, practical, and people-first approach to leadership, and how she speaks from experience.

How to Recruit, Lead, and Motivate Sales People Who Actually Perform

Most sales leaders struggle with three things: hiring the right people, managing performance, and keeping teams motivated.

When these go wrong, results follow. In this practical session, Cindy shares real-world lessons from recruiting and leading hundreds of salespeople over three decades.

Through honest stories, mistakes, and proven strategies, she unpacks how to hire better, lead stronger, and build teams that consistently perform.

Key Discussion Points

- Hiring salespeople who actually perform and what to look for
- Setting expectations that drive accountability from day one
- Motivating teams through incentives, recognition, and leadership
- Managing underperformance and having tough conversations early
- Creating a culture where people want, and choose, to perform





DALENE LEWIS

Head of Sales Leadership Training,
SalesGuru

SALESGURU™
We Increase Sales

Dalene Lewis is one of South Africa's most impactful sales leadership trainers and coaches, with over 30 years of experience developing salespeople, sales managers, and high-performance teams.

As Head of Sales Leadership Training at SalesGuru, she works directly with sales leaders across industries driving real implementation, behaviour change, and measurable performance improvement.

Known for her high-energy, no-fluff, and deeply practical approach, Dalene has a unique ability to connect with leaders at every level and shift how they lead and perform.

A certified NLP Practitioner, Executive & Business Coach, Life Coach, EQ Trainer, and ISPC Accredited professional, she brings a powerful blend of commercial insight and human understanding.

Accountability: The Leadership Skill Sales Managers Either Avoid or Misunderstand

And What It's Costing You

Most sales managers believe they are holding their team accountable.

They're not.

They're avoiding the real conversations – and performance suffers.

In this powerful and practical session, Dalene unpacks what accountability really is, why it matters more than ever, and where most sales leaders get it wrong.

This is not theory. It's about leading real people, having real conversations, and driving real results.

Key Discussion Points

- What accountability really is, and where leaders get it wrong
- Why managers avoid accountability (and the cost of it)
- The difference between pressure and true accountability
- How to have conversations that drive action, not resistance
- Building a culture where accountability becomes the standard





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.

What's included in my ticket purchase?

Full-day sessions with all 7 speakers, coffee and snacks on arrival, morning and afternoon refreshments, fully catered lunch, SalesGuru Sales Leadership Workbook, live Mentimeter interactive sessions, post-convention networking drinks, and a post-event Key Insights & Action Items PDF. You are responsible for your own travel and accommodation.

When does the convention start and end?

Arrival and registration begins at 07h30. The convention will begin at 08h30 sharp and end at 16h45.

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

For groups of 4 or more delegates, a 5% bulk discount is applied automatically at checkout. We encourage companies to send their entire sales leadership team.

What about the Sales Leadership Survey?

All registered delegates will be invited to complete the survey ahead of the event. Results are fully anonymous – no individual or company-level data is ever shared. Aggregated results will be revealed live at the convention.

What if I am registered but am unable to attend?

Once you register, your booking is confirmed. Payment is due 7 days from invoice.

Cancellation Policy:

All cancellations must be in writing.

- More than 45 days prior: Full refund
- More than 30 days prior: 50% refund
- Less than 30 days prior: No refund — transfer to another delegate or future convention (based on availability)

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

Book Now!

SALESGURU™
We Increase Sales



Standard Ticket:

R 7950

Bulk Discount:

*4+ people from the same company
receive a 5% discount, applied
automatically at checkout.*

New Venue: The Capital On The Park

*Hosted in Sandton, just 650m from
Sandton Gautrain Station, with free
onsite parking.*

BOOK ACCOMMODATION

LIMITED SEATS!

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

**BOOK
TICKETS**

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

Phone: 011 465 2900

Email: info@salesguru.co.za

Website: www.salesguru.co.za