



PRESENTS **#SAWACON2024**

**04th
Oct
2024**

The Sales

WARRIOR'S CONVENTION 2024
KIGALI - RWANDA
Kigali Convention Centre (KCC)

KEYNOTE SPEAKER:
DANIEL CHOUDRY



Can Africa as a whole become an economic superpower?

This is a question that I ask myself everyday while I navigate through the meaning of my life and the purpose for which I believe I'm destined – to influence businesses by building the best salesforce in the world who I call Sales Warriors. What can help us as Africans and African Businesses become a global success? In answering this question; I've travelled far and wide globally to understand what makes some of those first world countries and Fortune 500 Global Brands thrive. I've attended multitudes of educational and informative conferences to just understand the minds that builds exceptional global brands.

In 2017, I had a transformative experience at the Robin Sharma thought leader's Conference in Dubai, where the renowned International Leadership Expert and Author of The 5AM Club, served as the Keynote Speaker. During this event, over 17,000 business people and seekers of positive change from all over the world gathered at the Dubai Arena Convention Centre to seek inspiration and get skills from the Speakers. This event greatly disrupted my thought process and life approach, leading me to decide to initiate a similar endeavor in Africa to elevate the competence of fellow continental citizens, particularly in the business world. Thus, the Sales Warrior's Convention - the biggest most practical conference for businesses in Africa was born in 2019. **Our mandate is simple! MAKE AFRICA A GLOBAL ECONOMIC POWERHOUSE!**



OUR MANDATE; MAKE AFRICA A GLOBAL ECONOMIC POWERHOUSE!

To achieve this supercilious and ridiculously gigantic aspiration, we need to improve the mindset and competence of our people. Then stimulate their bravery to take massive action on everything they ought to do to become great. We have to improve the work ethic of our people. This is why we have the Sales Warrior's Convention. Our focus is on three critical fundamentals for Peak Performance and Excellence; Attitude! Competence! Execution! The focus is on Sales Optimization! Selling being the Lifeblood of every successful business.

In 2019, the inaugural event was held at the International University of East Africa Auditorium in Kampala, drawing a gathering of over 800 sales professionals from diverse industries across East Africa. The second convention in 2023 saw even more attendance, with over 1200 salespeople coming together at the Kampala Serena. The 2024

Sales Warrior's Convention Uganda was graced by the renowned International Speaker Vusi Thembekwayo. Spanning two days, the event offered a diverse range of activities tailored to meet the needs of various segments in the professional marketplace with over 2,000 attendees at Kampala Serena Hotel International Convention Centre.

The Sales Warrior's Convention of 2024 Rwanda Edition with the **Theme "From Survival to Thriving"** will be headlined by **Daniel Choudry as the Keynote Speaker**. Daniel is a global sales expert with experience and depth in business, leadership and strategy. We believe that his experience will be of fundamental significance to the professional sales and business development network in Rwanda.





**DANIEL
CHOUdry**

THE KEYNOTE SPEAKER

Daniel Choudry, the Lead Consultant and founding Director at the Daniel Choudry Sales Institute, boasts over a decade of experience in skilling and training in the space of Sales, Customer Experience & Culture Transformation. He is an author of "Become a Sales Superstar and Dominate Your Market", The Sales Warrior's Creed and has also curated productivity planners like "The Warrior Productivity Planner" and "The Sales Warrior Daily Planner" to help sales executives and leaders make the most of their day.

Daniel's expertise extends to being a chartered technical expert for the European Invest Bank sponsored trainings in twenty (20) African countries, where he offers sales strategy consultancy to numerous corporate firms. He's also the long-term technical Expert for VisionFund International a global Microfinance organization that is operating in Africa, South America, Europe and Asia where he consults on issues of Sales & elevating the customer experience.

Daniel is a huge Real Estate enthusiast and has got businesses in the Airbnb space and Budget Hotels in Northern Uganda City of Gulu and several projects in progress with his Real Estate Company Edna's Legacy Properties.

Daniel Choudry holds a Bachelor's Degree in Business Administration with a Marketing major from Makerere University and a Master's Degree in Business Administration through a student exchange program with McMaster University in Canada

CONFERENCE SCHEDULE

Sales Warrior's Convention 2024 #SAWACON2024

As our premier conference, SAWACON 2024 Kigali; is eagerly anticipated by Sales and Business Development professionals at the beginning of each year. With numerous practical sales concepts, ideas, approaches, activity profiles, and networking opportunities, SAWACON is a cherished event, and we are confident will draw over a thousand sales trailblazers to Kigali Convention Centre Rwanda!! SAWACON 2024 Rwanda Edition is especially remarkable as it marks the first-ever of its kind in Rwanda.

Mark your calendars for 04th October 2024, as we host the event at the prestigious Radisson Blu Hotel and Convention Centre, Kigali. To secure spots for your sales team, kindly click on the provided link and complete the registration process.

[REGISTER HERE](#)



Date: 04th October 2024

Time: 8:00 Am to 12:00 Pm

Theme: Building your sales force from survival to thriving

Cost: \$50 each participant

The Sales Warrior Managers' Convention 2024 #SAWACON2024

Sales is a mentorship-based profession, and a key differentiator of great sales leaders is their ability to dispense tactical sales advice and add value during customer meetings.

Every salesperson knows the quality of their sales manager will have a profound impact on their own success. A recent study I conducted proves this point. Sixty-nine percent of salespeople who exceeded their annual quota rated their sales manager as being excellent or above average. In addition, the quality of the sales organization is directly associated to the quality of sales leadership. Fifty-six percent of salespeople who rated their sales organization as excellent also rated their sales manager as excellent—compared to only 3% who rated their organization as average.

If the best sales organizations have great sales leaders, what separates high-performing sales leaders who exceed their quota from underperformers who miss their quota by more than 25%? This and many vital nuggets will be shared to inspire and sharpen the skills of Sales Leaders from different businesses and diverse backgrounds during the afternoon session of the Sales Convention in Kigali.

Date: 04th October 2024

Time: 3:00 Pm – 6:00 Pm

Theme: Building the Force Behind the Force

Cost: \$150 each participant

A stylish conference hotel in Kigali near the airport and city center

The Radisson Blu Hotel & Convention Center in Kigali is just 5 kilometers from the bustling city center and Kigali International Airport (KGL). The contemporary hotel is situated in an office park with Kigali Convention Center, which has room for up to 5,000 delegates. It's just 2 km from several government embassies, the British High Commission, the Parliament and the Supreme Court.

The Kigali hotel's 291 rooms and suites offer private balconies and free high-speed Wi-Fi. 2 on-site restaurants, including one with all-day dining, serve up continental and Rwandan favorites as well as the Super Breakfast Buffet. For a light bite or a relaxing nightcap, visit the Lounge Bar.

The hotel also offers 650 parking bays. After a day exploring Kigali you can maintain your workout regimen in our fitness center and relax in the outdoor swimming pool.

THE VENUE



ABOUT THE DANIEL CHOUDRY SALES INSTITUTE.

The Daniel Choudry Sales Institute is in the business of helping enterprises increase their revenue by optimizing both individual and team performance to enhance sales effectiveness.

Our sales training programs are based on activities and disciplines that have been proven to consistently deliver results. We customize a sales blue print for each Enterprise we engage, and we ensure that learning is enabled for each of our different professional. We tailor our content and approaches of training to their unique personality and style to ensure they are more focused and engaged while working towards their sales goals.

We have been in the Sales Consultancy and Training Space for the last 13 years now and been able to work with some of the best companies in 24 African Countries and a few enterprises in Europe and the Middle East.

Official Event Social Media Accounts.

LinkedIn – Daniel Choudry Sales Institute

Facebook – Daniel Choudry Sales Institute

Instagram - @dcsalesinstitute

Twitter - @dcsales_inst



Why you should attend sawacon 2024

Annual Must-Attend Event: Regarded as the premier conference in the sales industry, SAWACON 2024 has become an annual must-attend event for professionals seeking growth and advancement.

Inspiring Keynote Speaker: SAWACON 2024 becomes especially remarkable with the global sales expert Daniel Choudry, a renowned keynote speaker, and entrepreneur. His presence guarantees an inspiring and transformative experience for all attendees.

Networking Opportunities: The conference creates a conducive environment for networking with like-minded sales trailblazers, potential clients, and industry experts, opening doors to new opportunities and collaborations.

Cutting-Edge Sales Concepts: SAWACON 2024 offers a wealth of cutting-edge career enhancing concepts, empowering attendees with the latest industry insights and strategies to boost their sales performance.





Career Growth and Development: The conference places a strong emphasis on career growth beyond mere positional promotion, inspiring attendees to strive for excellence and develop legendary craftsmanship in their roles.

Practical Strategies: The session will offer actionable strategies and critical dimensions that professionals can apply immediately to elevate their careers and achieve unstoppable growth.

Business Excellence: Among the event's primary goal is to enhance executive leadership and promote business excellence, providing practical takeaways that can be implemented in participants' respective organizations.



SPONSORSHIP PACKAGES



BRONZE \$7,000

Thirty (30) tickets for the Sales Warrior's Convention.

Five (5) tickets for the Managers Convention.

Two (2) days customized sales training for the sales team.

Primary logo on all marketing collateral and event signage.

Logo feature on the banner, carousel and sponsor listing on event websites and social media.

Exhibition space



SILVER \$15,000

Fifty (50) tickets for the sales warrior's convention.

Five (5) tickets for the Managers' convention.

Primary logo on all marketing collateral and event signage.

Logo feature on the banner, carousel and sponsor listing on event websites and social media.

Exhibition space

Three (3) days customized sales training for the Salesforce at the time of their choice at their premise

For Tickets & Sponsorship Inquiries Contact: +256 776 271 331 | +250 784 872 602



GOLD \$25,000

One hundred twenty (120) tickets for the Sales Warrior's Convention.

Twenty (20) tickets for the Managers' Convention.

Coaching of sales managers for four (4) months driving performance excellence

Fifty (50) copies of the Sales Warrior's Creed books to the salesforce

Primary logo on all marketing collateral and event signage.

Promotional slides from your company to be played during all the breaks at the event.

Logo feature on the banner, carousel and sponsor listing on event websites and social media.

Exhibition space at the Convention

10-minute presentation during all the convention sessions

Database of the attendees.

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PLATINUM \$40,000

One hundred twenty (120) tickets for the Sales Warrior's Convention

Twenty (20) tickets for the managers' convention and your selected customers who are entrepreneurs and business leaders

One hundred (100) copies of the Sales Warrior's Creed books to the salesforce.

Primary logo on all marketing collateral and event signage.

Promotional slides from your company to be played during all the breaks at the event.

Logo feature on the banner, carousel and sponsor listing on event websites and social media.

10-minute presentation during all the convention sessions

Premium booth for exhibiting at the entrance of the hall with premium placement.

Database of the attendees.

Coaching of sales managers for four (4) months driving performance excellence

Customized sales development program for 6 months where we focus on improving the your business strategy, habitual change in regards to critical sales performance activities, personal coaching for the sales team and managers.

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Website: www.sawacon.ug

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