

SALES CULTURE: IS YOURS BY DESIGN OR DEFAULT

presented by the San Diego CEO Summit

Tuesday, August 18, 2026

**Doors open at 1:30 p.m., Speaker Presentation 2:00-5:00 p.m.
Optional happy hour immediately following.**

La Jolla Square, 4225 Executive Square, Suite 150, La Jolla, CA 92037

Program Description

Building a high performing sales function is in part getting the right people into the right seats, but equally importantly, it's creating a culture that supports consistent sales excellence.

It may be difficult to identify your own sales culture because you have become such a part of it. However, every organization has one, and as your sales culture will be a significant factor in the attraction, acquisition, and ultimate performance of your sales teams, it's vital to identify the key factors in yours and intentionally manage that culture.

Key Areas covered include:

- Hire, nurture & manage your sales team as if you love them
- Creating an expectation of success
- Processes & playbooks (over talent & feel)
- Scouting & recruiting like a professional sports team

Value to Attendees

This session has been designed help company leadership do two things. Firstly, to recognize the importance of a proactive sales culture and its bottom-line effects on performance. Secondly, it provides high-level insights on how to bring a sales mindset to the acquisition of sales talent. The session includes examples, ideas and practical tools that can make an immediate, positive impact.

**Space is limited! To register
scan the QR Code or go to
www.SanDiegoCEOSummit.com**



About Our Presenter—Morné Smit



Morné is a champion of excellence and laser focused on business acceleration. Over 2 decades, he gained invaluable insight, knowledge, and experience before founding his company Emerse in 2017. Developing from a salesperson to leading sales teams in 6 different industries, including spearheading a 10x growth outcome over 5 years of a mid-market property company.

Emerse delivers sales development and coaching programmes to businesses across many industry sectors on 3 continents. Our mission statement is simple: Master Sales, Guaranteed Growth and Predictable Success.

Morné met internationally renowned speaker Jack Daly in 2018 and with his guidance and mentorship he has crafted programmes which have empowered growth-minded businesses, including ambitious start-ups, scale-ups, and mid-market companies, to grow 30% - 130% year-on-year.

Over a short period of time, a professional and personal bond has formed allowing Morné to qualify as a Certified Leverage Sales Coach, embedding Jack's tried & tested intellectual property into his own programmes.

In 2022, Jack named Morné as his successor for speaking on the topics of sales culture, sales management and driving sales excellence through the leverage of sales playbooks.

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