



# THE HUMAN X-FACTOR

How to master the winning  
B2B sales mindset

**Value Creation Summit 2025**  
Conference for Sales Professionals  
and Business Leaders

September 19, 2025  
Presswerk Event Hall Arbon, Switzerland

 **Valuecreator**

## PURPOSE

The 2025 Value Creation Summit, themed „The Human X-Factor,“ is an immersive one-day event aimed at equipping sales professionals and business leaders with the knowledge, strategies, and resources needed to drive exceptional growth in B2B relationships beyond AI-supported execution.

The event focuses on:

**Fostering Winning Sales Mindsets:** Attendees will develop fresh ideas to craft and execute growth strategies that go beyond the current hype on AI sales tools. By mastering both the right mindset and strategic approach, they'll be empowered to unlock their full sales potential.

**Cultivating Strong, Lasting Relationships:** The event will explore key strategies for building and nurturing trust-based relationships with B2B clients, as well as how to foster mutually beneficial partnerships.

**Drawing Insights from Success Stories:** Award-winning cases will provide practical insights and real-world examples from the Triple Fit community of which attendees can benefit from for their own businesses.

**Networking Opportunities:** The event is designed to nurture meaningful new and existing connections among attendees from various industries around the globe.

## AUDIENCE

The event is tailored for sales professionals who are directly involved in customer relationships and are looking to enhance their skills, adopt new techniques, and drive significant growth in their sales performance. The event is also highly informative for business leaders who are responsible for setting strategic directions and ensuring their teams have the necessary resources and guidance to achieve high-growth targets.

## DETAILS

Tickets: CHF 390 (early-bird price valid until May 31, 2025), afterwards CHF 490 (regular price).

Date: Friday, September 19, 2025, from 08:30 - 16:00 CET

Location: Presswerk Event Hall

Address: Hamelstrasse 15, 9320 Arbon, Switzerland

Format: For networking purposes, we have designed the Value Creation Summit as an in-person event only. A live stream or recording is currently not planned. Agenda modifications are reserved at any time.



Get your tickets [here](#) or scan the QR-Code



# AGENDA

- 08:30 – 09:00 Welcome coffee, registration, networking time
- 09:00 – 09:15 **Opening remarks**  
Christoph Senn, INSEAD Professor and CEO Valuecreator AG
- 09:15 – 10:00 **What successful B2B sales people do differently**  
Paolo Guenzi, Associate Professor, Bocconi University; Keynote and Q&A
- 10:00 – 10:30 Networking Break
- 10:30 – 11:00 **How B2B Winners orchestrate value creation**  
Mehak Gandhi, Head of Research & Training, Valuecreator AG
- 11:00 – 12:00 **The Human X-Factor impact** – Triple Fit Award winners share their stories and experiences. Moderated by Christoph Senn and Mehak Gandhi
- 12:30 – 13:30 Buffet lunch
- 13:30 – 14:15 **How Triple Fit helped build the winning mindset for a B2B sales team**  
Parand Salmassinia, President Beauty & Care, dsm-firmenich; Keynote and Q&A
- 14:15 - 15:00 **World Café:** Participants reflect on their key learnings, winning sales mindset and personal actions
- 15:00 – 15:15 Networking Break
- 15:15 - 15:45 **Panel Discussion with Keynote Speakers & Triple Fit Strategy Authors**  
moderated by Sally Ashworth, Associate Director, Media and Communications, Harvard Business Review
- 15:45 – 16:00 Outlook and closing comments, followed by farewell coffee and drinks

## SPEAKERS



**Sally Ashworth**  
Associate Director, Media and  
Communications, Harvard  
Business Review



**Mehak Gandhi**  
Head of Research & Training  
Valuecreator AG



**Paolo Guenzi**  
Associate Professor  
at Bocconi University



**Parand Salmassinia**  
President Beauty & Care,  
dsm-firmenich



**Christoph Senn**  
CEO Valuecreator AG and  
Professor INSEAD

## LOCATION

A historic brick building in industrial style, spacious, light-flooded halls with high ceiling and modern equipment. The former pressing plant presents itself as a unique location, characterized by industrial flair and urban romance.

Presswerk Arbon,  
Hamelstrasse 15, 9320 Arbon  
Switzerland

