



Sales 3.0 Conference

San Francisco, CA | May 1-2, 2017

Sales30Conf.com/SF2017 | [@Sales30Conf](https://twitter.com/Sales30Conf) | [#s30c](https://twitter.com/Sales30Conf)

GENERAL INFORMATION

www.sales30conf.com/SF2017

Follow the event on Twitter: @Sales30Conf

Use hashtag #s30c for conference-related tweets.

REGISTRATION HOURS

Monday, May 1, 2017, 7:30 AM-4:30 PM

Registration is located outside the Nikko Ballroom.

During the event, please refer questions to events@salesdottwoinc.com, or visit www.sales30conf.com/SF2017.

LOCATIONS: CONFERENCE SESSIONS, MEALS, AND RECEPTION

Keynote and General Sessions – Nikko Ballroom

Breakout Sessions – Carmel and Monterey

Breakfast, Breaks, and Reception – Nikko Ballroom Foyer

Lunch – Nikko Ballroom

Sponsor Exhibits – Nikko Ballroom Foyer

WIRELESS ACCESS – Sponsored by Selling Power – www.sellingpower.com

Network: Hotel_Nikko_Meeting

Passcode: sellingpower

SESSION PRESENTATIONS AND ADDITIONAL RESOURCES

To access the online Resource Library after the conference, visit www.sales30conf.com/SF017.

Click on the Resource Library link and enter the email address used during the conference registration.

For assistance accessing the Resource Library, email events@salesdottwoinc.com.

CONFERENCE SURVEY

Go to www.regonline.com/sfsurvey2017 to provide your feedback on the event. Three participants will be selected to receive a \$35 Amazon gift card.

CONFERENCE HOSTS

Gerhard Gschwandtner, Founder and CEO, Selling Power | @Gerhard20

Alice Heiman, Founder and Chief Sales Officer, Alice Heiman, LLC | @aliceheiman

UPCOMING EVENTS

Sales 3.0 Conference

September 18-19, 2017, Las Vegas, NV

Sales 3.0 Conference

December 4, 2017, Philadelphia, PA

To learn more about upcoming events, visit www.sales30conf.com.

AGENDA OVERVIEW Monday, May 1, 2017

TIME	SESSION TITLE
7:40-8:40 AM	Registration and Networking Breakfast – Exhibits Open
8:45-9:25 AM	The Transformation to Sales 3.0 – Lessons from History for Winning in the Future Speaker: Gerhard Gschwandtner, Founder and CEO, Selling Power Location: Nikko Ballroom
9:25-9:55 AM	How Six Sales Philosophies Built a Start-up into a \$4.3 Billion Enterprise Speaker: Robert Carr, Founder and Chairman, Give Something Back Location: Nikko Ballroom
9:55-10:35 AM	The Conscious Pivot: Creating Greater Impact through Greater Vision Speaker: Adam Markel, President and Co-Founder, The Markel Group Location: Nikko Ballroom
10:35-11:05 AM	Coffee Break – Exhibits Open
11:05-11:35 AM	Recognizing the Signs Your Sales Team Is Headed in the Wrong Direction Speakers: Tris Brown, Chairman and CEO, LSA Global; Laurie Sewell, CEO, Servicon Systems Location: Nikko Ballroom
11:35 AM-12:10 PM	Managing Millennials: Busting the Myths, Researching the Tricks, and Providing Real Tips on What to Do with Your Millennial Workforce Speaker: Kara DeVecchio, VP Sales, Wedding Wire Location: Nikko Ballroom
12:10-1:10 PM	Lunch
1:15-1:55 PM	Breakout Sessions A – Call to Sell or Call to Learn? Speakers: Chris Beall, CEO, ConnectAndSell; Srihari Kumar, CEO, ZenIQ Location: Carmel Room
1:15-1:55 PM	B – Setting Your GamePlan? Building Expert Sales Teams with Metrics, Tools, and Coaching Methodology Speaker: Bryan Summerhays, Vice President, B2B Direct Sales, MarketStar Location: Monterey Room

- 2:00-2:40 PM **Breakout Sessions**
A – Hack Your Sales Team (The Ultimate Sales Hack): Reimagining the 80/20 Rule
 Speaker: Eric Esfahanian, Chief Revenue Officer, Gryphon Networks
 Location: Carmel Room
- B – The Shocking Truths about Lead Follow-up**
 Speaker: Erroin Martin, Vice President of Sales, Conversica
 Location: Monterey Room
- 2:40-3:10 PM **Coffee Break – Exhibits Open**
- 3:10-3:40 PM **Data Is Your Customer: AI Strategies to Position Your Company for Success**
 Speaker: Eric Berridge, CEO, Bluewolf, an IBM Company
 Location: Nikko Ballroom
- 3:40-4:20 PM **The Peak Performance Mindset**
 Moderator: Gerhard Gschwandtner, Founder and CEO, Selling Power
 Panelists: Jamie Crosbie, Founder and CEO, ProActivate; Jim Dion, Director, Belief Based Selling, Partners in Leadership; Ron Karr, Speaker, Strategist, and Author, Karr Associates, Inc.; Mike Pierce, Leadership and Sales Speaker and Author, Antarctic Mike Speaks
 Location: Nikko Ballroom
- 4:20-5:00 PM **How to Sell to the C-suite**
 Speaker: Jeffrey Hayzlett, Chairman, Primetime TV and Radio Host, C-Suite Network
 Location: Nikko Ballroom
- 5:00-5:10 PM **Concluding Remarks**
 Location: Nikko Ballroom
- 5:10-6:40 PM **Cocktail Reception – Exhibits Open**

AGENDA OVERVIEW Tuesday, May 2, 2017

TIME	SESSION TITLE
7:55-8:55 AM	Registration and Networking Breakfast
8:55-9:35 AM	Sales EQ: Sales-specific Emotional Intelligence and the Five Traits of Ultra-high Performers Speaker: Jeb Blount, CEO, Sales Gravy Location: Nikko Ballroom
9:35-10:05 AM	The Future of Sales: Disrupt, Align, and Connect to Your Customer's Journey Speaker: Jamie Anderson, Senior Vice President and CMO, SAP Hybris Location: Nikko Ballroom
10:05-10:45 AM	How Capacity and Metrics Can Be Used to Drive Sales Performance from Hire to Retire Speaker: Carol Sustala, Vice President, Sales Productivity, TriNet Location: Nikko Ballroom
10:45-11:15 AM	Coffee Break – Exhibits Open
11:15 AM-12:00 PM	Breakout Sessions A – aiSELLING – How Artificial Intelligence Can Send Your Entire Team to the Winners Circle Speaker: Paul Breitenbach, Founder & CEO, r4 Location: Carmel Room B – C-suite Selling Success Stories – and the Five Things You Need to Succeed Speakers: Sharon Gillenwater, Founder and Editor-in-Chief, Boardroom Insiders, Inc. Dianne Turner, Director, Custom Solutions Sales, IDC Location: Monterey Room
12:00-1:10 PM	Lunch
1:15-1:55 PM	The Rise of Sales Enablement Moderator: Gerhard Gschwandtner, Founder and CEO, Selling Power Panelists: Jeff Gadway, Director of Product Marketing, Vidyard; Roderick Jefferson, VP Global Enablement, Marketo; Sheevaun Thatcher, Head of Sales Enablement & Training, RingCentral Location: Nikko Ballroom
1:55-2:30 PM	The Secret to Achieving 10 Percent Higher Win Rates: An Account-based Full-funnel Strategy Speaker: Nadim Hossain, CEO and Co-Founder, BrightFunnel Location: Nikko Ballroom

- 2:30-2:55 PM **Coffee Break – Exhibits Open**
- 2:55-3:35 PM **How to Build a Mentally Tough Sales Team**
Speaker: Steve Siebold, President, Speaker, and Author, Siebold Success Network
Location: Nikko Ballroom
- 3:35-4:10 PM **Moneyball for Sales Managers**
Speaker: C. Lee Smith, President and CEO, SalesFuel
Location: Nikko Ballroom
- 4:10-4:45 PM **Digital Transformation – The Change It’s Driving**
Speaker: Jill Rowley, Social Selling Strategist & Startup Advisor, #SocialSelling
Location: Nikko Ballroom
- 4:45-5:00 PM **Concluding Remarks**
Speakers: Gerhard Gschwandtner, Founder and CEO, Selling Power
Location: Nikko Ballroom