

AGENDA OVERVIEW – Monday, September 18, 2017

| TIME | SESSION TITLE |
|-------------------|--|
| 8:50-9:30 AM | The Transformation to Sales 3.0 – Lessons from History for Winning in the Future Speaker: Gerhard Gschwandtner, Founder and CEO, Selling Power Room: Celebrity Ballroom |
| 9:30-10:10 AM | The Cognitive Era and What It Means for Sales Speaker: Judy Buchholz, General Manager, Sales Strategy & Solutions, Global Markets, IBM Room: Celebrity Ballroom |
| 10:10-10:40 AM | Training 3.0: Driving Profitable Growth in the Cognitive Era Speaker: David Bauders, Founder and CEO, Strategic Pricing Associates Room: Celebrity Ballroom |
| 10:40-11:10 AM | Morning Break – Exhibits Open |
| 11:10-11:45 AM | How Innovation Leads the Sacramento Kings Sales Team to Sustained Success Speaker: Phil Horn, SVP, Sales and Services, Sacramento Kings Room: Celebrity Ballroom |
| 11:45 AM-12:15 PM | Sales, Marketing, and Artificial Intelligence – SciFi or Reality? Speaker: Johann Wrede, Global Vice President of Strategic Marketing, SAP Hybris Room: Celebrity Ballroom |
| 12:20-1:20 PM | Lunch Break – Exhibits Open |
| 1:25-2:05 PM | Breakout A – Call to Sell or Call to Learn? Speakers: Chris Beall, CEO, ConnectAndSell Bruce Lewolt, CEO and Co-founder, BrainX and JoyisJoy.com Room: Melrose Room 3 |
| | Breakout B – How to Build a High-Velocity Sales Assembly Line to Mass-Produce Sales Speaker: Donald Scherer, Author, <i>Assembly Required</i> , AssemblySales.com Room: Melrose Room 4 |
| 2:10-2:50 PM | Breakout A – Minimize Your Distractions to Drive Your Competitive Advantage Speaker: Ray Kemper, CMO, Televerde Room: Melrose Room 3 |
| | Breakout B – Pitch Perfect: How to Influence and Win Deals with AI Speaker: Arun Lal, CEO and Co-Founder, Contiq Room: Melrose Room 4 |
| 2:50-3:20 PM | Afternoon Break – Exhibits Open |
| 3:20-3:50 PM | Building a Sales Team: What It Takes to Go Beyond Speaker: Robert Carr, Founder and CEO, Beyond Room: Celebrity Ballroom |
| 3:50-4:25 PM | Sales Enablement Panel Moderator: Gerhard Gschwandtner, Founder and CEO, Selling Power Panelists: Dan Cilley, CEO, Telemaximum Todd Handy, VP and Managing Director, Digital Media and AdTech, MarketStar Brandon Lee, Founder, Speaker and Author, Yip Yip Inc. Scott Santucci, Director, The Alexander Group Room: Celebrity Ballroom |
| 4:25-5:00 PM | Coaching: No Longer a Soft Skill Speaker: Bill Eckstrom, President, EcSell Institute Room: Celebrity Ballroom |
| 5:00-5:10 PM | Concluding Remarks |
| 5:10-6:40 PM | Cocktail Reception |

AGENDA OVERVIEW – Tuesday, September 19

| TIME | SESSION TITLE |
|-------------------|--|
| 7:45-8:45 AM | Registration and Networking Breakfast – Exhibits Open |
| 8:50-9:30 AM | How to Create and Sustain Relationships of Value Speaker: Anthony Iannarino, International speaker, Author, and Sales Leader Room: Celebrity Ballroom |
| 9:30-10:00 AM | Not Another Class: Make Your Sales Force Amazing Speaker: LaVon Koerner, CRO and Co-Founder, Revenue Storm Room: Celebrity Ballroom |
| 10:00-10:30 AM | Transformational Selling with Smarter CX Speaker: Krishna Mulukutla, Senior Director, Product Management, Oracle Room: Celebrity Ballroom |
| 10:30-11:05 AM | Morning Break – Exhibits Open |
| 11:05-11:45 AM | The Four Pillars of an Effective Training and Coaching Program Speaker: Shari Levitin, Author, <i>Heart and Sell</i> , and CEO, Shari Levitin Group Room: Celebrity Ballroom |
| 11:45 AM-12:15 PM | Building the Perfect Sales Beast Speaker: Jeff Seeley, CEO, Carew International Room: Celebrity Ballroom |
| 12:15-1:20 PM | Lunch Break – Exhibits Open |
| 1:25-2:00 PM | Hit Home-run Sales Numbers Speakers: Gerhard Gschwandtner, Founder & CEO, Selling Power Michael Pedone, CEO and Founder, SalesBuzz |
| 2:00-2:40 PM | Sales Planning: Strategies that Leave Your Competition in the Dust Speaker: Sherri Sklar, CEO, GrowthTera Room: Celebrity Ballroom |
| 2:40-3:10 PM | Afternoon Break – Exhibits Open |
| 3:10-3:55 PM | The Customer in Context – Establishing a State of Readiness to Advance Customer Experience Moderator: Gerhard Gschwandtner, CEO and Founder, Selling Power Panelists: Liz Miller, Senior Vice President, Marketing, CMO Council Shalini Mitha, Global Head, Solution Marketing, SAP Hybris Room: Celebrity Ballroom |
| 3:55-4:30 PM | High-Profit Prospecting – Powerful Strategies to Find the Best Leads and Drive Breakthrough Sales Results Speaker: Mark Hunter, Keynote Sales Speaker and Best-selling Author Room: Celebrity Ballroom |
| 4:30-5:00 PM | Sales Enablement Is Emerging as a Critical Function in the Digital Economy... but What Exactly Is It? Speaker: Scott Santucci, Director, Alexander Group Room: Celebrity Ballroom |
| 5:00-5:10 PM | Concluding Remarks |