

AGENDA

TUESDAY, May 11th

7:00 am - 4:00 pm	Registration Table Open				
7:00 am - 8:00 am	Exhibit Area Open 7 - 7	Continental Breakfast			
8:00 am - 8:45 am		Bob Perkins, Vice President of Sales - Merrill Corporation / CEO AA-ISP Leading Inside Sales Into The Future			
8:45 am - 9:30 am		Keynote Address: Mike Damphousse, CEO and CMO - Green Leads The Evolution of Inside Sales			
9:30 am - 10:00 am		Nancy Martini, President and CEO - PI Worldwide Sales Management & Predictive Analytics in Action			
10:15 am - 11:00 am		Executive Panel Discussion Hosted by Chip Kudrle, Managing Partner, Diamond Performance Bringing it All Together - Systems, Tools, & People			
11:15 am - 11:45 pm		Trish Bertuzzi, Founder and CEO - The Bridge Group, Inc. Industry Trends & Benchmarks - Results from 2010 Study			
12:00 pm - 1:00 pm		LUNCH "Birds of a Feather" Roundtables - 12:15 - 12:45 - Open to all			
B R E A K O U T S	Book Fair & Meet the Authors	LEADERSHIP	INSIDE SALES CHALLENGES	SOCIAL MEDIA	TECHNOLOGIES & TOOLS
1:00 pm - 1:45 pm		DNA of Top Performers	Compensation Best Practices Round Table	"How to get them on the phone"... Improving your connect rates	The Value of Information
2:00 pm - 2:45 pm		Coaching for Results	Inside Sales Enablement Report	Using Social Media to deliver results	Tools to Improve Productivity
3:00 pm - 3:30 pm		Managing a Multi-Generational Work Force	Incentive Programs that Work	Virtual Presentation Best Practices - Skills that win business	2010 Inside Performance Optimization Study
3:45 pm - 4:30 pm		Executive Panel Discussion Hosted By: Anneke Seley, Author "Sales 2.0" and CEO - Phone Works, LLC Social Media and Inside Sales: Time Waster or Money Maker?			
4:30 pm - 5:00 pm		Josiane Feigon, Author of "Smart Selling on the Phone and Online" Six Transforming Sales Trends for 2010			
5:00 pm - 5:30 pm		Olympic Gold Medalist, Jeff Blatnick Winning In 2010			
5:30 pm - 8:00 pm		Attendee Networking Reception Photo Opportunity with Olympic Champion Jeff Blatnick Meet the Author's Book Signing Hors d'oeuvres, Grazing/Carving Stations, Refreshments, & Entertainment			

WEDNESDAY, May 12th

7:00 am - 8:00 am	Exhibit Area Open	Continental Breakfast "Birds of a Feather" Roundtables - 7:15 - 7:45 - open to all			
8:00 am - 8:45 am		Bob Perkins, Vice President of Sales - Merrill Corporation / CEO AA-ISP Ten Ways to Advance Professionalism and Performance			
8:45 - 9:15 am		Larry Reeves, COO, AA-ISP AA-ISP Activities, News, and Announcements			
9:15 am - 9:45 am		Anneke Seley, Author "Sales 2.0" and CEO - Phone Works, LLC Sales 2.0 in Action: Informatica's Inside Sales Evolution			
B R E A K O U T TRACKS		LEADERSHIP	INSIDE SALES CHALLENGES	SOCIAL MEDIA	TECHNOLOGIES & TOOLS
10:00am - 10:50am	Moving from manager to director to VP	Recruiting and Hiring Best Practices	Crowdsourcing - the "next" new frontier	Optimizing your Prospecting	
11:00am - 11:50am	Best Practices for New Managers	Selling Value over the Phone	Smart Inside Sales Tools 2010; Rev up Revenue with Tool Fuel.	Finding More Buyers "The Lifeblood of Sales"	
12:00 pm - 1:30 pm	LUNCH AA-ISP Annual Awards Banquet				
1:30 pm - 2:00 pm	Matt Benelli, Vice President of Sales - Oracle Direct Breaking Down The Cubicle Walls of Traditional Inside Sales Models				
2:00pm - 2:30 pm	Steve Richard, Co-founder and President, Vorsight Tools that Drive Results				
2:30pm - 3:00 pm	Mark Roberge, Vice President Sales - HubSpot, Inc. "0 to 2,500 Customers with No Cold Calls"				
3:00 - 3:15 pm	Closing Remarks Bob & Larry				