

Tuesday, May 11th

T r a c k s	Leadership	Inside Sales Challenges	Social Media	Tools and Technologies
1:00pm – 1:45 pm	<p align="center"><u>DNA of Top Performers</u></p> <p>Presenter: Chip Kudrle, Managing Partner Diamond Performance ROOM: TBA</p> <p>For many inside sales organizations, the difference between success and failure can hinge on hiring and developing the right type of inside salespeople to do the job. This presentation will examine the skills and attributes that most directly correlate to effectiveness (and sales results) in inside sales and provide attendees with a road map for how to manage and develop inside sales professionals to success.</p>	<p align="center"><u>Compensation Best Practices</u></p> <p>Presenter: Mark Quinlan Director of IS- GE Healthcare ROOM: TBA</p> <p>During this lively roundtable discussion you will hear what other inside sales organizations are doing to meet the compensation needs of the ever evolving role of an inside sales rep. In addition to salary, commission and bonus options, hear how many leaders are using other means to keep their teams motivated and on track to hit their annual goals.</p>	<p align="center"><u>Can't Get them on the Phone</u></p> <p>Presenter: Steve Richard Founder - Vorsight ROOM: TBA</p> <p>Learn how the best inside sales reps are using proven approaches to improve their chances of speaking live with prospects. This fast-moving and forward thinking presentation will give managers specific and tactical ideas that they can take away and immediately implement with their teams.</p>	<p align="center"><u>The Value of Information</u></p> <p>Presenter: Garth Moulton VP of Community and Co-founder Jigsaw ROOM: TBA</p> <p>Hear from the Co-Founder of one the world's leading business directory services, Jigsaw. Garth will discuss the value of information, provide real world examples, and share valuable tips to help you improve your research efforts.</p>
2:00pm - 2:45 pm	<p align="center"><u>Coaching for Results</u></p> <p>Presenter: Laurie Lynard President, TeleMasters ROOM: TBA</p> <p>Hear proven best-practices developed during her 20 years of front-line management experience. Inside Sales leaders will walk away with new ideas and tips they can implement immediately.</p>	<p align="center"><u>Inside Sales Enablement</u></p> <p>Presenter: Peter Ostrow Research Analyst, Aberdeen Group ROOM: TBA</p> <p>Join long time analyst Peter Ostrow as he reviews and examines the results from this in-depth study on Inside Sales Organizations. Hear what others are doing and see the current trends into today's selling environment.</p>	<p align="center"><u>Using Social Media for Results</u></p> <p>Presenters: Robert Gist, VP of Sales, GIST, Inc. Matt Heinz, Heinz Marketing ROOM: TBA</p> <p>Look at several popular tools and how they impact conversion and customer acquisition including the results of a social media and sales effectiveness survey. Also learn tips and best practices on leveraging these latest technologies to improve outreach, lead generation, and pipeline conversion.</p>	<p align="center"><u>Tools to Improve Productivity</u></p> <p>Presenter: David Sill VP Of Sales, PC Helps Support ROOM: TBA</p> <p>Learn proven tips and tools you can use immediately to improve your teams productivity and performance as David shares what he uses with his Inside teams.</p>
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Leadership Summit 2010 Breakout Sessions

Tuesday, May 11th Breakout Sessions Continued

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3:00pm - 3:30pm	<p><u>Managing a Multi-Generational Work Force</u></p> <p>Presenter: Bill Edinger, Director Inside Sales, Thomson Reuters ROOM: TBA</p> <p>Learn some “tricks of the trade” from an individual who’s worked his way up through the ‘ranks” and now leads a top performing Inside Sales organization</p>	<p><u>Incentive Programs that Work</u></p> <p>Presenter: Jim Micklos Vice President, Fusion Performance ROOM: TBA</p> <p>Non-cash incentives can drive quality, productivity and profits from your inside sales team. Review case studies and learn proven methods for improving performance, increasing sales and profits, and enhancing morale with an exceptional ROI.</p>	<p><u>Presentation Skills to drive Revenue</u></p> <p>Presenter: Tom Drews, Founder What Works Communications ROOM: TBA</p> <p>You will learn ten best practices for selling and presenting in the virtual environment using WebEx, GoToMeeting, or any comparable platform. Learn how to design a value based presentation, fully engage your prospect, and ultimately close more business.</p>	<p><u>2010 Inside Performance Optimization Study</u></p> <p>Presenter: Barry Trailer, Co-founder and Managing Partner CSO Insights. ROOM: TBA</p> <p>Highlights will be presented from CSO Insights' just released 2010 Inside/Telesales report including:</p> <ul style="list-style-type: none"> - Relationship Process Matrix; - Hiring Trends for 2010 -- Sales cycle analysis & execution -- Technology- implementation & impact

Wednesday, May 12th Breakouts

10:00pm - 10:45am	<p><u>Moving from Manager to Director</u></p> <p>Presenter: Bob Perkins CEO AA-ISP ROOM: TBA</p> <p>Here what it takes to move your career to the next level of leadership. What are the key challenges of managing managers.. and how to prepare for advancing to this level in your career.</p>	<p><u>Recruiting & Hiring Best Practices</u></p> <p>Presenter: Henry Glickel Manager of Talent Acquisition By Appointment Only ROOM: TBA</p> <p>Every bad employment decision negatively impacts profitability and productivity. In this fast paced session attendees will learn proven, repeatable Best Practices for recruiting, hiring, and on boarding.</p>	<p><u>Crowdsourcing</u></p> <p>Presenter: David Moufarrege VP US Ops, Clickworker.com ROOM: TBA</p> <p>Hear about the next new frontier in productivity enhancements enabled by the Internet. Learn the latest phenomena which makes the productivity of “the swarm” available to organizations of all sizes.</p>	<p><u>Optimizing your Prospecting</u></p> <p>Presenters: Dave Elkington, CEO Ken Krogue, President InsideSales.com ROOM: TBA</p> <p>Hear the latest research, techniques, tips, and technologies designed to generate, contact, qualify, and close more leads; more important than ever before in a down economy. Also hear results from the latest research studies done with SKKU & MIT.</p>
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Leadership Summit 2010 Breakout Sessions

Wednesday, May 12th Continued

	Leadership	Inside Sales Challenges	Social Media	Tools and Technologies
11:00- 11:45am	<p><u><i>Best Practices for New Managers</i></u> Presenter: Dan Staples Sr. Mgr. Inside Sales, SGI ROOM: TBA</p> <p>Learn proven best practices to help with that move to manager or supervisor. This session is ideal for recently promoted, new managers, or those that coach new managers.</p>	<p><u><i>Selling Value over the Phone</i></u> Presenter: Pat Ryan Senior Business Consultant Impax Corporation ROOM: TBA</p> <p>Hear from a long time industry expert and learn tips your team can use to improve results and increase sales.</p>	<p><u><i>Smart Selling Tools</i></u> Co- Presenters: Nancy Nardin President Smart Selling Tools Josiane Feigon, President Tele-Smart Communications ROOM: TBA</p> <p>Join this interactive, thought-provoking discussion with two smart-selling women and sales 2.0 pioneers as they review a variety of essential Inside Sales tools.</p> <p>In addition get the highlights from their newly launched eBook which is the first e-book to recommend top tools for inside sales wrapped around ten essential sales skills.</p>	<p><u><i>Finding More Buyers</i></u> <u><i>"The Lifeblood of Sales"</i></u> Presenter: Brett Wallace VP Sales, Zoominfo ROOM: TBA</p> <p>Learn and share best practices on finding more buyers through innovative techniques, social media and sales tools to drive consistent and predictable sales.</p>