

REGISTRATION DESK & EXHIBIT AREA OPEN 7:00 am - 6:30 pm

7:00 am - 8:00 am	CONTINENTAL BREAKFAST – EXHIBIT AREA OPEN			
8:00 am - 8:15 am	Conference Overview & Welcome			
8:15 am - 8:45 am	KEYNOTE: Strategic Sales Development Trends for 2017 & Beyond <i>Laurie Page, Managing Partner, The Bridge Group</i>			
8:45 am - 9:15 am	No Secrets Here: Pushing Revenue Through the Pipeline <i>Mark Kosoglow, Vice President of Sales, Outreach</i>			
9:15 am - 9:45 am	Climbing the Steps—Advancing from Sales Development to Sales Leadership <i>Chris Flores, Manager of Inside Sales, Namely & Brian Birkett, Vice President of Inside Sales, LeanData</i>			
9:45 am–10:15 am	Setting Your Game Plan! Building Expert Sales Teams with Metrics, Tools, and Coaching Methodology <i>Bryan Summerhays, Vice President, B2B Direct Sales, MarketStar</i>			
10:15 am - 10:45 am	BREAK - EXHIBIT AREA OPEN			
	WORKSHOPS			
LOCATION	101	103	104	105/106
	How to Generate More Appointments and Sales Opportunities with Your Customers	The Advancement of Women in Sales Leadership	Account-Based Everything: Social Selling + ABSD = Increased Deal Velocity	How to Write Emails That Will Make Buyers Excited to Talk to You
10:45 am - 11:45 am	<i>Robert Wonderlin, Windstream</i>	<i>Lori Richardson, WOMEN Sales Pros</i>	<i>Jamie Shanks, Sales for Life</i>	<i>Heather R Morgan, SalesFolk</i>
11:45 pm - 12:45 pm	LUNCH BREAK - EXHIBIT AREA OPEN			
	BREAKOUT SESSIONS			
LOCATION	101	103	104	105/106
	Use Video to Supercharge Your Sales Process	How to Build an Effective Sales Technology Stack in 2017	The Future of AI in Sales	The Missing Link: Measuring the Impact of Sales Enablement on Sales Performance
12:45 pm - 1:30 pm	<i>Terrance Kwok, Vidyad</i>	<i>Peter Weyman, ZoomInfo</i>	<i>Ricky Thakrar, Zoho</i>	<i>Steve Preston, Qstream</i>
	Day in the Life of a LinkedIn Social Seller	How to Increase Productivity (in Some Cases by Double or More). Get More Opportunities, More Closes, & More Revenue.	Below Goal—Again? Common Issues that Hold Back Revenue Growth	What Every Senior Executive Must Know About the Impact of the Artificial-Intelligence-Enhanced Salesperson
1:45 pm - 2:30 pm	<i>Craig Paris, Linkeln Sales Solutions</i>	<i>Dr. Scott Baird, Griffin Hill</i>	<i>Jay Davey, Infinity</i>	<i>Bruce Lewolt, BrainX</i>
2:30 pm - 3:00 pm	BREAK IN THE EXPO <i>Learn about leading Inside Sales tools and technologies from the industry’s top providers</i>			
3:00 pm - 3:30 pm	Idea Exchange: Sales Buzz <i>Hosted by Bob Perkins, Chairman & Founder, AA-ISP, including Panelists: Kyle Swist, Vice President, Talent Management, Granite LLC Natasha Sekkat, Vice President, Demand Generation, ClickSoftware</i>			
3:30 pm - 4:00 pm	How Emotional Engagement Drives Sales: Creating Connections with Personalized Video <i>Matt Singer, Chief Executive Officer, Videolicious</i>			
4:00 pm - 4:30 pm	Dialogue Before the Demo—Are Your Sales Demos Compelling or Monotonous? <i>Tom Snyder, Founder, Funnel Clarity</i>			
4:30 pm - 5:00 pm	SPECIAL GUEST: Sales Lessons Learned Playing Major League Baseball <i>Special Guest Speaker: Paul Hartzell, Founder, The Perfect Pitch, LLC</i>			
5:00 pm - 6:30 pm	HAPPY HOUR IN THE EXPO <i>Discuss the day and network with fellow attendees while enjoying drinks and hors d'oeuvres</i>			

Note: AA-ISP Inside Sales 2017 agenda items, speakers, and breakout sessions are subject to change without notice