Moving Your Sales Organization to the Future

Presented by the Edward H. Schmidt School of Professional Sales

8TH ANNUAL EXECUTIVE SALES SUMMIT
DECEMBER 2, 2011
8:00AM-12:30PM
STUDENT UNION INGMAN ROOM

Find out what is working, and why, from sales and marketing executives like yourself at growing companies such as:

Citigroup Six Disciplines 3M Thomson Reuters

Topics of Discussion:

- Economy
  - Current state and what lies ahead
  - Major trends
- Challenger Sales Model
  - Cultural change
  - Research premise, key design components, rollout, and support
- The Rise and Role of Inside Sales
  - Maintaining effectiveness with relationships and collaborations while decreasing costs
  - Approaches to overcome the customer service (order taker) mindset
- B2B Social Media Strategy and ROI Metrics
  - Proactive strategies to maintain control
  - Success metrics—what they are, why they are relevant, how to measure them, and what actions to take based on the results

Learn more from your peers with the new breakout table talk sessions!
Top Robust Professional Sales Program in the Country
DePaul University Best Practices Program, Center for Sales Leadership 2009

SECURE LIVE WEB CAST AVAILABLE ON-DEMAND AFTERWARDS

Keynotes:
- Citigroup Asset Management, Retired Managing Director; Financial Advisor, Investor, Gene Collins
- Six Disciplines, Director of Digital Marketing, Skip Reardon
- Bios available online

Panelists:
- 3M, Manager, Corporate Training and Development, Dennis Leahy
- Thomson Reuters, Vice President Sales, Rick Kursik

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Agenda:
8:00-8:30    Check-in, continental breakfast
8:30-8:45    Welcome
8:45-9:30    Keynote
9:30-10:30   Panel
10:30-11:00  Breakout Table Talks
11:00-11:20  Networking and Break
11:20-12:05  Keynote
12:05-12:30  Lunch and Networking

Registration fee is $75 for the first attendee and $50/attendee thereafter. Invitation only. Call 419-530-6133 or email edwardschmidtschool@utoledo.edu.

Attendees will be entered into a drawing for a complimentary overnight stay and dinner for two at Maumee Bay State Park Lodge & Conference Center ($200 value)

Registration for an attendee includes access to the summit (in person or live web cast), on-demand access to the event web cast after the event, continental breakfast, and a hot buffet lunch.

ESSPS Corporate Partners will receive complimentary registrations based on their partner level.