Sales 2.0 Conference

How to Accelerate
Sales in a Slow Economy

SALES 2.0™

March 4-5, 2009 • Intercontinental Hotel, San Francisco • www.sales20conf.com/2009

SALES 2.0 CONFERENCE AGENDA – MARCH 4, 2009

All sessions will be held in the Intercontinental Ballroom on the fifth floor of the Intercontinental Hotel.

7:00–8:30 AM	Registration and Group Breakfast – Demo Centers Open
8:30–9:00 AM	Opening Remarks: David Thompson & Gerhard Gschwandtner
9:00–9:30 AM	Keynote: Blueprint for a Sales 2.0 Ecosystem
9:30–10:30 AM	Sales Lead Management 2.0
10:30–11:00 AM	Morning Break – Demo Centers Open
11:00 AM–12:00 PM	Customer Engagement Strategies
12:00–1:00 PM	Lunch and Networking – Demo Centers Open
1:00–2:00 PM	Sales Process 2.0
2:00–3:00 PM	Analytics and Compensation Management 2.0
3:00–3:30 PM	Afternoon Break – Demo Centers Open
3:30–4:30 PM	Marketing for Sales Success
4:30–4:45 PM	Concluding Remarks
4:45–6:30 PM	Networking Reception

SALES 2.0 CONFERENCE AGENDA – MARCH 5, 2009

7:30–8:30 AM	Breakfast Buffet – Demo Centers Open
8:30–9:10 AM	Keynote: How to Accelerate Sales in a 2.0 World
9:10–10:10 AM	Sales Management 2.0
10:10–10:30 AM	Morning Break – Demo Centers Open
10:30–11:20 AM	Accelerating Productivity – New Sales 2.0 Tools
11:20 AM –12:15 PM	The Foundation of a Sales 2.0 Business
12:15–1:30 PM	Luncheon and Best Practice Presentation Awards – Demo Centers Open
2:00–4:00 PM	Post-Conference Workshop: How to Use TQM Strategies to Dramatically Improve Bottom-line Sales Performance (Location: Sutter Room, 5th Floor, Intercontinental Hotel)

CONFERENCE HOSTS

Gerhard Gschwandtner, Founder and CEO, Personal Selling Power, Inc.
Gerhard Gschwandtner is the founder and CEO of Personal Selling Power, Inc., a media and conference management company located in Fredericksburg, VA. After seven years as an international sales and marketing executive in Austria, France, and the United States, he started a sales training consulting company and trained over 10,000 salespeople in Europe and the United States. In 1981 he started *Selling Power* on a shoestring budget and turned it into the leading sales management magazine, with a circulation of 100,000 subscribers in 67 countries. Today Personal Selling Power, Inc. has a book-publishing division, a conference division, Selling Power TV, and the leading Website in the sales industry, www.sellingpower.com, with over 120,000 individual visitors a month. Gerhard has created 14 books on selling and management and two photography books.

David Thompson, Co-founder and CEO, Genius.com, Inc.
For nearly two decades Genius.com, Inc. CEO David Thompson has been at the forefront of major trends in the software industry. Thompson has delivered pioneering software applications, launched the leading on-demand software service (WebEx), and developed legendary marketing campaigns. Thompson recently co-authored *Sales 2.0 For Dummies* and chaired the inaugural Sales 2.0 Conference in 2007. Thompson started Genius after his tenure at WebEx Communications (now Cisco-WebEx), serving from 1998 through late 2004 as vice president of product marketing and then chief marketing officer. While at WebEx, Thompson shipped award-winning Web conferencing products that reinvigorated the category, named the company, and directed legendary marketing campaigns that vaulted WebEx to #1 in on-demand software.

SPEAKERS

For a full biography of each speaker please visit **www.sales20conf.com/2009/speakers.html**

Franco Anzini, Senior Manager Sales Operations, Santur Corporation
Miles Austin, Business Development Executive, MoreDirect
Thomas Barrieau, Program Manager, IDC Sales Advisory Practice
Rich Blakeman, Sales Vice President, Miller Heiman
Jeremy Cooper, Vice President, Americas Marketing, salesforce.com
Jim Dickie, Partner, CSO Insights
Cliff Dorsey, Vice President, Enterprise Sales, LivePerson
Nigel Edelshain, CEO, Sales 2.0 LLC
Gail Ennis, CMO, Omniture
Judy Fick, Vice President & General Manager of Worldwide Sales and Operations, Unisys
Ted Girdner, Senior Director, Sales Operations, Comcast Business Services
Jeanne Glass, Senior Director, Sales Operations, Education & Training, Fair Isaac Corporation
David Holmes, Vice President, Global Sales Operations, Informatica
Brian Lambert, Director of Sales Training Drivers, ASTD
Cassie McNair, Business Development Manager, Larkspur Hotels & Restaurants of San Francisco
Brett Queener, Senior Vice President, Applications, salesforce.com
Scott Santucci, Senior Analyst, Forrester Research, Inc.
David Satterwhite, EVP and Head of Worldwide Sales, newScale
Alex Scalisi, Director of Business Development, VerticalResponse
Anneke Seley, Founder & CEO, PhoneWorks
Mark Sellers, CEO and Founder, Breakthrough SalesPerformance LLC
Jason Solinger, Director, North America Sales, Ariba
Will Stacy, Director of Marketing, Santander Consumer USA Inc.
Howard Stevens, Chairman and CEO, The HR Chally Group
Nancy Stickney, US Central Region Sales & Marketing Director, Microsoft Corporation
Pelin Wood Thorogood, Managing Partner, Aegean Group
Barry Trailer, Partner, CSO Insights
Brett Wallace, Director of New Business, Forrester Research, Inc.
Mark Wilson, VP of Marketing, Sybase

CONFERENCE AGENDA: MARCH 4, 2009

8:30–9:30 a.m.: **Opening Remarks**
Speakers: David Thompson, CEO & Co-founder, Genius.com, Inc.
Gerhard Gschwandtner, Founder & CEO, Personal Selling Power, Inc.

9:00–9:30 a.m.: **Keynote: Blueprint for a Sales 2.0 Ecosystem**
Speaker: Scott Santucci, Senior Analyst, Forrester Research, Inc.

9:30–10:30 a.m.: **Sales Lead Management 2.0**

Enter the new world of Sales Management 2.0 and discover the tough challenges sales managers face in directing salespeople to shrinking sweet spots in the market. Find out how online training can improve results while cutting costs and how to prepare the entire sales organization to move more opportunities forward.

Speakers/Panelists:

Rich Blakeman, Sales Vice President, Miller Heiman

David Holmes, Vice President, Global Sales Operations, Informatica

Cassie McNair, Business Development Manager, Larkspur Hotels & Restaurants of San Francisco

Jason Solinger, Director, North America Sales, Ariba

11:00 a.m.–12:00 p.m.: **Customer Engagement Strategies**

Discover the best practices of sales leaders who openly share how they engage their customers online and by phone. The presenters will review how their salespeople can launch their own marketing campaigns, how their Web team reads and responds to a prospect's digital body language, and how they engage customers to collaborate and co-create the sale in a collaborative setting. The panel discussion will highlight how sales and marketing can work synergistically to improve the customer experience.

Speakers/Panelists:

Cliff Dorsey, Vice President Enterprise Sales, LivePerson
Jim Dickie, Partner, CSO Insights
Nigel Edelshain, CEO, Sales 2.0 LLC
David Satterwhite, EVP & Head of Worldwide Sales, newScale

1:00–2:00 p.m.: **Sales Process 2.0**

Benefit from four best practice presentations that drill into the core of sales success: the sales process designed to help customers win. The expert presenters will share their blueprints for how to create a more successful sales process, how to measure each step, and how to deploy technology tools that accelerate the sales pipeline and enhance revenues. The panel discussion will review how Sales 2.0 tools will create a new breed of sales professionals that deliver more predictable results with less human effort.

Speakers/Panelists:

Franco Anzini, Senior Manager Sales Operations, Santur Corporation
Judy Fick, Vice President & General Manager of Worldwide Sales and Operations, Unisys
Nancy Stickney, US Central Region Sales & Marketing Director, Microsoft Corporation
Brett Wallace, Director of New Business, Forrester Research, Inc.

2:00–3:00 p.m.: **Analytics and Compensation Management 2.0**

In this highly popular session participants will enjoy quick best-practice presentations that all drive home the same message: Selling is shifting from a freewheeling organization to a culture of accountability. Armed with precise data, sales managers will no longer act on hunches but will plan and manage by metrics and hold their salespeople's feet to the fire. An engaging panel discussion with the presenters will review best practice approaches to analytics, compensation management, and launching motivating incentive programs.

Speakers/Panelists:

David Holmes, Vice President, Global Sales Operations, Informatica
Alex Scalisi, Director of Business Development, VerticalResponse
Barry Trailer, Partner, CSO Insights
Pelin Wood Thorogood, Managing Partner, Aegean Group

3:30–4:30 p.m.: **Marketing for Sales Success**

David Thompson, conference co-host and former CMO of WebEx, leads a panel of marketing leaders in discussing their role in Sales 2.0 and what today's marketers are doing to drive sales results. In this lively discussion you'll learn how their teams are collaborating with Sales, how they are quantifying success, and what challenges they still need to overcome.

Moderator:
David Thompson, CEO & Co-Founder, Genius.com, Inc.
Speakers/Panelists:
Jeremy Cooper, Vice President, Americas Marketing, salesforce.com
Gail Ennis, CMO, Omniture
Mark Wilson, VP of Marketing, Sybase

CONFERENCE AGENDA: MARCH 5, 2009

8:30–9:10 a.m.: **Keynote: How to Accelerate Sales in a 2.0 World**
Speaker: Brett Queener, Senior Vice President, Applications, salesforce.com

9:10–10:10 a.m.: **Sales Management 2.0**

Enter the new world of Sales Management 2.0 and discover the best practices for hiring and testing salespeople online, online training and how it can improve sales results while cutting costs, and how to prepare the entire company to support the sales organization to move more opportunities forward. The panel discussion will allow participants to explore how to benefit from these best practices.

Speakers/Panelists:

Thomas Barrieau, Program Manager, IDC Sales Advisory Practice
Ted Girdner, Senior Director Sales Operations, Comcast Business Services
Jeanne Glass, Senior Director, Sales Operations, Education & Training, Fair Isaac Corporation
Brian Lambert, Director of Sales Training Drivers, ASTD

10:30–11:20 a.m.: **Accelerating Productivity – New Sales 2.0 Tools**

Fasten your seatbelt. Sales experts share their experience with adopting new Sales 2.0 tools that have dramatically accelerated their sales results. Learn about innovative solutions in mobile technology, e-signatures, online appointment setting, online collaboration, and more. Each presenter will join a panel discussion designed to set priorities for implementing sales acceleration tools.

Speakers/Panelists:

Miles Austin, Business Development Executive, MoreDirect

Anneke Seley, Founder & CEO, PhoneWorks

Mark Sellers, CEO and Founder, Breakthrough SalesPerformance LLC

Will Stacy, Director of Marketing, Santander Consumer USA, Inc.

11:20 a.m.–12:15 p.m.: **The Foundation of a Sales 2.0 Business**

Panel discussion with top executives from Unisys, IDC, salesforce.com, and Forrester. Learn from this unique team of industry leaders who join forces in a passionate fireside chat of how they have successfully integrated best-practice methodologies with productivity-enhancing technologies to create highly competitive and successful sales organizations. The panelists will share their "secret sauce" and offer practical advice to the members of the audience.

Speakers/Panelists:

Thomas Barrieau, Program Manager, IDC Sales Advisory Practice
Judy Fick, Vice President & General Manager of Worldwide Sales and Operations, Unisys
Brett Queener, Senior Vice President, Applications, salesforce.com
Brett Wallace, Director of New Business, Forrester Research, Inc.

12:15–1:30 p.m.: **Luncheon and Award presentation**.

Jerry Weissman, America's top speaking coach, will honor the top three Sales 2.0 presenters with a special prize.

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Bluewolf **www.bluewolf.com**

Bluewolf is the leading Software-as-a-Service, Open Source, and Cloud Computing consulting company focusing on deployment, development, and adoption of enterprise software applications. With over eight years of SaaS experience and more than 2,000 customers, Bluewolf is defining a new style of consulting based on its Agile Consulting model that guarantees success and delivers on the promises of Cloud Computing. Bluewolf clients include Dow Jones, ADP, General Electric, Fox Interactive Media, and MySpace.

ConnectAndSell, Inc. **www.connectandsell.com**

ConnectAndSell, Inc. solves the sales problem of not being able to connect with decision makers in a timely manner. Through a combination of patented switching technology and outsourced dialing agents, ConnectAndSell accelerates the rate at which sales reps can reach their prospects by 500 percent or more. Once a prospect answers the phone, the call is transferred to your sales rep so rapidly that your prospect thinks your sales rep made the call.

Genius.com, Inc **www.genius.com**

Genius.com Inc., creator of SalesGenius® and MarketingGenius®, is the leading on-demand provider of B-to-B marketing solutions that enable frontline sales and marketing professionals to instantly identify and connect with their best prospects online, without IT involvement. SalesGenius immediately alerts users whenever a customer or prospect opens their emails and visits the company Website, provides detailed activity reports, and presents a page-by-page instant replay of every Website visit.

Hoover's, Inc. **www.hoovers.com**

Hoover's puts you on the fastest path to business, providing a powerful combination of editorial expertise, customizable tools, and a true 360° view of companies, industries, and key people. With today's ever-increasing pace of business, only Hoover's unique combination of comprehensive business insight and analysis, user generated and company-supplied content, and the ability to build and connect with a broad network of professional contacts gives your organization the competitive edge it needs to drive results.

InsideView **www.insideview.com**

InsideView is a Sales 2.0 leader, bringing insights gained from traditional editorial sources and social media to the enterprise to increase sales productivity and accelerate sales cycles. InsideView's Sales 2.0 applications deliver fresh and complete intelligence within CRMs and to mobile devices, ultimately driving higher volume, higher value, and higher-velocity sales.

LucidEra **www.lucidera.com**

LucidEra enables VPs of Sales to increase revenues and forecast predictability by delivering software-as-a-service business intelligence visibility and actionable insight. Unlike traditional business intelligence solutions, LucidEra delivers fast, easy-to-use, and affordable SaaS applications that enable VPs of Sales to achieve dramatic sales improvement now.

Miller Heiman **www.millerheiman.com**

Miller Heiman is the global leader in sales performance solutions with more than 30 years of documented results. The company works with leading organizations to improve sales effectiveness through issue-based consulting and training. Headquartered in Reno, Nevada, Miller Heiman has additional corporate offices in the United Kingdom and Australia and offers programs worldwide in 15 languages. For more information, contact 877.506.2973.

Ribbit **www.ribbit.com/salesforce**

Ribbit for Salesforce links your mobile phone to CRM, email, and SMS with speech to text capabilities. Calls, voice notes, and voicemail flow into Salesforce and eliminate having to type updates. Everything is in one place and you can play, read, and search messages in Salesforce. While on the go, you can read voicemail as SMS or email or dictate email drafts to maximize efficiency.

Richardson **www.richardson.com**

Richardson develops customized and comprehensive sales training and performance improvement solutions for sales, sales management, and customer service professionals that integrate with an organization's business strategy, sales challenges, and overall vision to improve sales skills, increase performance, and drive results. Richardson continues to be on the front line of sales training innovation in the development of leading-edge solutions that help clients generate revenue faster and more cost-effectively than ever before.

Salesgenie.com **www.salesgenie.com**

Salesgenie.com, an infoGROUP company (NASDAQ: IUSA - News), is the leading provider of targeted lead generation for sales professionals. Salesgenie offers fast, targeted online access to the highest quality business and consumer sales leads in the industry. Advanced filtering, mapping, and scoring capabilities enable users to zero in on more prospects like their best customers. Salesgenie is available on demand from a laptop or mobile device.

Xactly Corporation **www.xactlycorp.com**

Xactly Corporation is the market leader in on-demand sales performance management. The company's flagship product, Xactly Incent, enables sales and finance executives to design, implement, manage, audit, and optimize sales compensation programs easily and affordably. Xactly helps companies improve operational performance, optimize sales effectiveness, proactively manage risk and compliance, and maximize profits.

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Holden International **www.holdenintl.com**

Winning in enterprise selling requires the ability to defeat the competition in highly political environments. Check out how Holden's proven Power Base® Selling methodology combines with innovative technology applications such as efox and Fox in a Box to drive win rates higher, while minimizing travel costs and time out of the field. Outsell your competition. Visit www.holdenintl.com

Jigsaw **www.jigsaw.com**

Jigsaw provides an online business directory of company information and more than 9 million business contacts. If your success depends on reaching out to others, Jigsaw is essential. Every contact in Jigsaw is complete with full name, title, postal address, hard-to-find email address, and telephone number. With Jigsaw you can bypass gatekeepers and go straight to decision makers and influencers.

Xobni **www.xobni.com**

Xobni is a plug-in for Microsoft Outlook that helps users search for information and manage relationships inside of Outlook. Xobni makes high volumes of email more manageable by shifting the focus from individual messages to people and relationships.

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Angoss **www.angoss.com**

Angoss KnowledgeSEEKER® for Salesforce CRM is an integrated analytics suite for sales managers, sales reps, and marketers to maximize customer value, improve sales force productivity, reduce sales cycles, and increase forecast accuracy. For more details, visit www.angoss.com/sales_and_marketing/KnowledgeSEEKER_for_Salesforce_CRM.php

Birst **www.birst.com**

Birst solves your sales analytics challenges with on-demand business intelligence that is fast, easy, and affordable. Quickly understand your pipeline, opportunities, and winning tactics.

Blackberry for Research In Motion **www.rim.com**

Research In Motion is a leading designer, manufacturer, and marketer of innovative wireless solutions for the worldwide mobile communications market. RIM's portfolio of award-winning products, services, and embedded technologies include the BlackBerry® wireless platform, the RIM Wireless Handheld™ product line, software development tools, radio-modems, and software/hardware licensing agreements. For more information, visit www.rim.com.

GreenLeads **www.green-leads.com**

Green Leads provides b2b demand generation, appointment setting, lead generation, and lists – delivering results with a level of quality, discipline, and creativity required by this 2.0 world.

Group Swim **www.groupswim.com**

GroupSwim is collaboration software for sales organizations. It eliminates mundane communication and coordination tasks so you can focus on important priorities – selling and team development.

Marketo **www.marketo.com**

Marketo makes marketing easier. Their award-winning demand generation solutions provide email marketing, lead nurturing, scoring, and reporting to help marketing and sales teams work together.

TerrAlign **www.terralign.com**

TerrAlign's Sales Resource Optimization solutions help you geographically deploy your sales force to balance each territory, optimize your selling resources, and maximize your profits.

The Vanella Group **www.vanellagroup.com**

The Vanella Group, Inc. is the premier provider of High Quality, High Touch Telesales/Lead Generation services for High Tech Companies. Their opportunity-based telesales methodology achieves unmatched results while also bringing the best of Sales 2.0 practices.

ZoomInfo **www.zoominfo.com**

Zoominfo helps sales professionals find, qualify, and close more business with access to the freshest contact information and deep insight on 45 million people and 5 million companies.

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