



# SALES 2.0 CONFERENCE

**MONDAY, JULY 23, 2012 | BOSTON, MA**

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# AGENDA OVERVIEW

TIME	DESCRIPTION	LOCATION
7:15–8:45 AM	<b>Registration &amp; Networking Breakfast</b>	Pacific Grand Ballroom Foyer
8:45–9:15 AM	<b>Key Action-Items for Sales Management Success in 2012</b> Speaker: Gerhard Gschwandtner, Founder & CEO, Selling Power	Pacific Grand Ballroom
9:15–9:45 AM	<b>Sales Transformation: Taking Your Team to the Next Level</b> Speaker: Mike Moorman, Managing Principal, ZS Associates	Pacific Grand Ballroom
9:45–10:10 AM	<b>Performance Drivers: Trends &amp; Solutions to Help Your Team Win</b> Speaker: Chuck Penfield, Vice President, CRM Cloud Applications, Oracle	Pacific Grand Ballroom
10:10–10:40 AM	<b>Break – Exhibit hall open</b>	Pacific Grand Ballroom Foyer
10:40–11:05 AM	<b>Video-Based Communications: The Key to Improved Sales &amp; Marketing Results</b> Speaker: Dave Fitzgerald, Executive Vice President, Brainshark	Pacific Grand Ballroom
11:05–11:35 AM	<b>The Future of Customer Relationships: How to Prepare for Success</b> Speaker: Barton Goldenberg, Founder & President, ISM	Pacific Grand Ballroom
11:35 AM–12:00 PM	<b>Delivering a Buying Experience That Increases Revenue and Customer Loyalty</b> Speaker: Todd McCormick, Vice President, SMB Sales, PGI	Pacific Grand Ballroom
12:00–1:00 PM	<b>Lunch – Exhibit hall open</b>	Pacific Grand Ballroom Foyer
1:00–1:45 PM	<b>Breakout A – Sales Management: Using Science to Coach a Competitive Deal Review</b> Speaker: Ryan Kubacki, CEO, Holden International	Pacific Grand Ballroom Section F
	<b>Breakout B – Make Your Mobile, Social Solution Top Gun</b> Speaker: Scott “Maverick” Eidle, Director, Solutions Marketing, SAVO Group	Mediterranean Room
1:55–2:40 PM	<b>Breakout A – Motivating Your Sales Force with Gamification</b> Speaker: Brian Weimer, Sales Director, Bunchball	Pacific Grand Ballroom Section F
	<b>Breakout B – Trends That Will Impact Your Success: How Sales Leaders Are Adapting to Sales 2.0</b> Moderator: Gerhard Gschwandtner, Founder & CEO, Selling Power Panelists: Tony Murphy, Director, Business Systems, Acme Packet M. Jeffrey Hoffman, President, MJ Hoffman and Associates, LLC David Gibson, Vice President, Marketing, Varonis Joe Buzitsky, Regional Director, Eastern US and Canada, Changepoint	Mediterranean Room
2:40–3:05 PM	<b>Break – Exhibit hall open</b>	Pacific Grand Ballroom Foyer
3:05–3:40 PM	<b>5 Best Practices for Driving Strategic Initiatives and Change through Your Sales Force</b> Speaker: David DiStefano, CEO, Richardson	Pacific Grand Ballroom
3:40–4:05 PM	<b>Sales Productivity: How to Grow Bigger &amp; Better Sales Forces</b> Speaker: Kevin Purcell, Sales Director, Hewlett-Packard	Pacific Grand Ballroom
4:05–4:40 PM	<b>Buyer 2.0 – Why Social Networks &amp; Sales Intelligence Improve Sales Rep Effectiveness</b> Moderator: Peter Ostrow, Vice President & Research Group Director, Customer Management/Sales Effectiveness, Aberdeen Group Panelists: Kyle York, Chief Revenue Officer, Dyn Barbara Giamanco, President, Social Centered Selling Jonathan London, President, The Improved Performance Group	Pacific Grand Ballroom
4:40–5:05 PM	<b>Five Proven Strategies from the World’s Sales Leaders</b> Speaker: Ben Vonwiller, Partner, McKinsey & Company	Pacific Grand Ballroom
5:05–5:15 PM	<b>Closing Remarks</b> Speaker: Gerhard Gschwandtner, Founder & CEO, Selling Power	Pacific Grand Ballroom
5:15–6:45 PM	<b>Networking Reception</b>	Pacific Grand Ballroom Foyer