



Sales 2.0 Conference 2011

Accelerate Revenues. Improve Performance. Measure Success.

MARCH 7-8, 2011 • SAN FRANCISCO, CA

OVERVIEW

The Sales 2.0 Conference is the number one industry event devoted to excellence in leveraging SaaS technologies. The Sales 2.0 Conference focuses on the challenges and concerns of B2B sales and marketing executives. Here's what you'll learn:

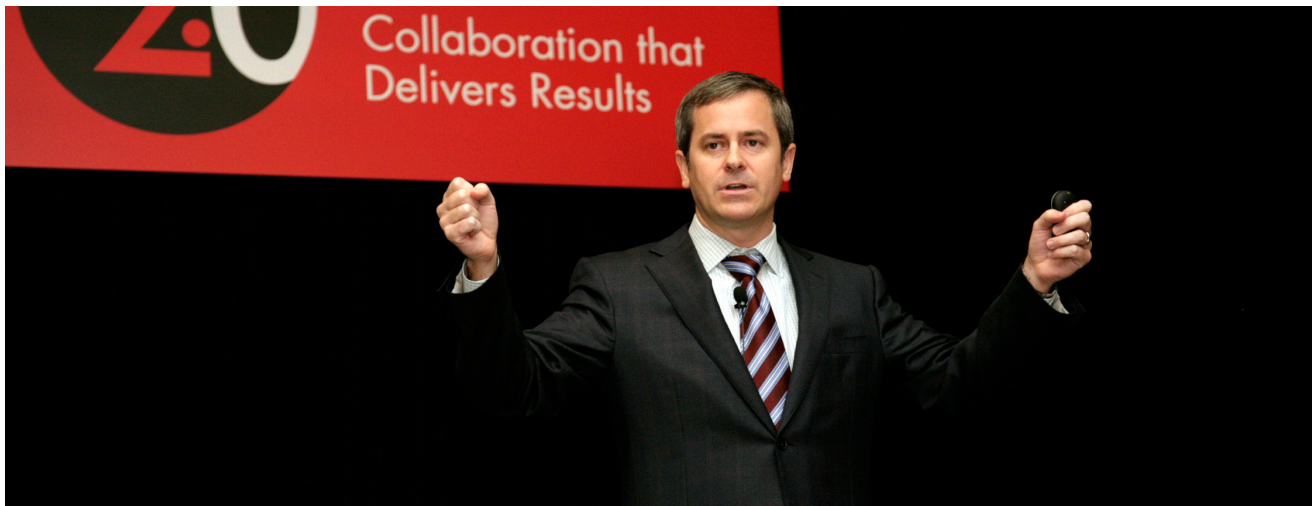
- how to create a sales process ruled by metrics and measurement
- how internal teams can collaborate to promote productivity and enhance the customer experience
- ways to leverage technology to empower your team
- how to build more value for your company with a new leadership vision
- which tools and solutions can best help you accomplish your goals

After each event, attendees receive full access to our Resource Library (which typically includes speaker presentations, slideshows, white papers, and industry reports).

AGENDA HIGHLIGHTS

Highlights of confirmed sessions:

- Sales Improvement: CRM as a Transformation Tool
- The Next-Generation Sales Operations Team
- Sales 2.0 on Facebook, LinkedIn, & Twitter: Opportunities, Challenges, & Results from the Field
- The Technology Lifecycle: Moving from Sales 1.0 to 2.0
- Engaging Your Customers: How to Leverage Mobile Sales 2.0 Tools
- Shifting from Sales 1.0 to Sales 2.0: Key Steps & Action Items
- Use & Measure Social Media Effectively
- Sales Analytics: How to Create & Monitor Your Management Dashboards



WWW.SALES20CONF.COM/SF2011



AUDIENCE PROFILE

The typical audience includes more than 400 top-level sales, sales-operations, and marketing executives. Many leading industry vendors attend the Sales 2.0 Conference to showcase new product announcements and unveil new features. This event is the ideal learning and networking conference event for these professionals:

CEOs/CMOs/CSOs	VPs of Sales	VPs of Marketing	VPs of Sales Operations
Regional Managers	Directors of Field Operations	Directors of Sales Tech	Directors of Marketing
Sales Managers	Sales Operations Managers	Directors of Demand Gen	Marketing Managers

WHAT PAST ATTENDEES HAVE SAID ABOUT THE SALES 2.0 CONFERENCE

“This conference was an excellent forum for meeting the vendors that directly impact my ability to do my job, as well as meeting peers with similar challenges. I would recommend this forum for all modern marketing professionals.”
– Bruce Lehman, Database Marketing Manager, IHS

“The Sales 2.0 Conference exceeded my expectations. I came away with several solid new ideas about how to implement 2.0 Sales & Marketing initiatives into Biscom. I would highly recommend future 2.0 Conferences to anyone.”
– Dick Orlando, Executive Vice President, Biscom

“Being recently brought on to BoomTownROI as a director of sales, the Sales & Marketing 2.0 Conference was a great experience for me to be exposed to the best practices of those whose success I only wish to emulate one day.”
– David Yim, Director of Sales, BoomTownROI

“I have attended the Sales 2.0 Conference three years in a row and find the content and networking opportunities excellent. The professionals attending are genuinely looking to improve their business by learning about the best sales/marketing technologies and processes.”
– James Cabral, Vice President of Sales-NA, Infogroup OneSource





CONFERENCE FEE SCHEDULE

Very Early Bird Ends 1/20/2011	Early Bird Ends 02/16/2011	Standard Fee Starts 02/17/2011
\$895	\$995	\$1,195

REGISTRATION BONUS: When you register, you'll receive these two FREE bonus materials to help you drive sales effectiveness.

- 2010 Key Trends Analysis from CSO Insights (a \$295 value)
- 2010 Sales and Marketing Alignment Collaboration report from Aberdeen Group (a \$399 value)

Register online at www.sales20conf.com/SF2011. For group rates, contact Travis King at travis@salesdottwoinc.com.

CONFERENCE LOCATION & HOTEL RATE

Four Seasons Hotel
757 Market Street, San Francisco, CA 94103

Hotel Rate/Deadline: The Four Seasons Hotel is offering a special Sales 2.0 Conference room rate of \$265 per night, plus tax. **This special rate expires on Thursday, February 10, 2011.** To book your room, call the Four Seasons at 415/633-3000 and reference the Sales 2.0 Conference.

