



AA-ISP
The Global Inside Sales Association

Digital Sales World - San Francisco Agenda

Thursday, February 1st, 2018

Holiday Inn Golden Gateway - 1500 Van Ness Avenue, San Francisco, CA 94109

DIGITAL SALES WORLD

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 - 8:10 am	Conference Overview & Welcome		
8:10 am - 8:40 am	KEYNOTE SPEAKER - Refrigerators are Internet-Enabled, What About Your Sales Skills? Kurt Shaver, Vengreso		
8:40 am - 9:10 am	9 Secret Elements of Highly Effective Sales Conversations Amit Bendov, Gong		
9:10 am - 9:15 am	QUICK-TIP: Making the Best Even Better Joy Baldrige, Baldrige Seminars International		
9:15 am - 9:45 am	Who, When and Why: Maximizing Productivity through Automation and Analytics Joshua Tillman, DialSource, Inc		
9:45 am - 10:15 am	BREAK IN THE EXPO—Learn about leading Inside Sales tools and technologies from the industry’s top providers		
LOCATION	OREGON/NEVADA ROOM	WASHINGTON/CALIFORNIA ROOM	REDWOOD ROOM
10:15 am - 11:00 am	Real AI for Real Sales	Sales Opportunity2 - the Digital Sales Multiplier Effect	Aspiring Leaders and Leadership Development: Programs for Promotion
11:15 am - 12:00 pm	Idea Exchange: All Things Sales Development	The Art of Listening	“Secure your own mask first” A Guide for Leaders Looking to Create a Team That Can Accomplish Anything
12:00 pm - 1:00 pm	LUNCH BREAK—EXHIBIT AREA OPEN		
LOCATION	OREGON/NEVADA ROOM	WASHINGTON/CALIFORNIA ROOM	REDWOOD ROOM
1:00 pm - 1:45 pm	Women in Sales - Roles, Careers and Opportunities	Inside Sales Training-What Bloggers Reveal About Training Needs	Introducing Buyer Personas: Make a Marketing Tool Work for Sales
1:45 pm - 2:10 pm	BREAK IN THE EXPO—Learn about leading Inside Sales tools and technologies from the industry’s top providers		
2:10 pm - 2:15 pm	QUICK-TIP: Digital Personalization Personified Joy Baldrige, Baldrige Seminars International		
2:15 pm - 2:45 pm	CALL CAMP! Steve Richard, ExecVision		
2:45 pm – 3:15 pm	Exceeding Sales Goals by Leveraging Multi-Channel Communication Jim Lochry, ConnectLeader		
3:15 pm - 3:20 pm	Special Guest Performance		
3:20 pm – 3:50 pm	SPECIAL GUEST SPEAKERS: How Do You Help Sales Reps Drive 'Personality' in the Digital Sales Experience Dianna Geairn, The Irreverent Sales Girl & Shawn Karol Sandy, The Selling Agency		
HANDS-ON SKILL DEVELOPMENT WORKSHOPS Attendees will choose between two hands-on workshops to improve their desired skills.			
LOCATION	OREGON/NEVADA ROOM		REDWOOD ROOM
4:00 pm - 5:30 pm	The Modern Sales Workshop to Transform YOU into a Modern Seller Mario Martinez Jr., Vengreso		Visionary Leadership: Curating and Sustaining an Elite Organizational Culture Colonel BP McCoy USMC (Ret.), Xiphos Initiatives LLC
5:30 pm - 6:30 pm	HAPPY HOUR IN THE EXPO Discuss the day and network with fellow attendees while enjoying drinks and hors d'oeuvres		

Note: AA-ISP Digital Sales 2018 agenda items, speakers, and breakout sessions are subject to change without notice