



**THE ART OF**  
SALES

VANCOUVER | FEBRUARY 5, 2016 | 8:30AM - 5:00PM



**DANIEL H. PINK**

**JEFFREY GITOMER**

**BRENT ADAMSON**

**MARK BOWDEN**

**IAN CHAMMANDY**

*“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”*

Jack Welch  
Former Chairman & CEO of GE



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**VANCOUVER CONVENTION CENTRE**

East Building - Ballroom ABC

999 Canada Place, Vancouver, BC V6C 3C1

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# ABOUT THE ART OF SALES

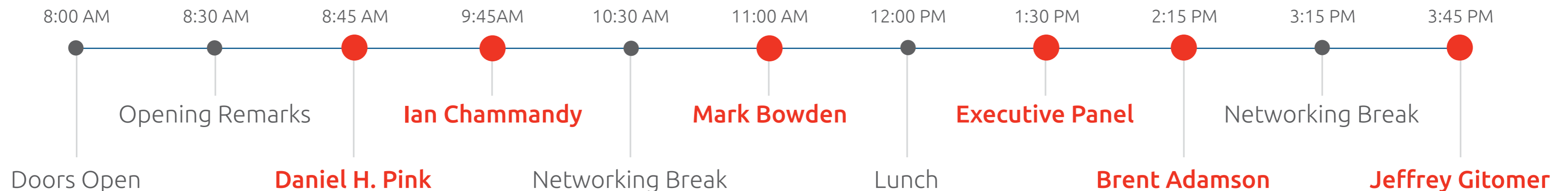
## WHAT TO EXPECT

Specifically designed for sales and business development professionals, The Art of Sales is a unique one-day conference featuring five internationally renowned bestselling authors and visionaries, who will share an exciting blend of cutting edge thinking, best practices, current trends and real world experience on today's most critical sales issues. Don't miss this once-in-a-lifetime opportunity to gain a competitive advantage and network with over 1,200 of Canada's most influential sales professionals.

## WHY ATTEND

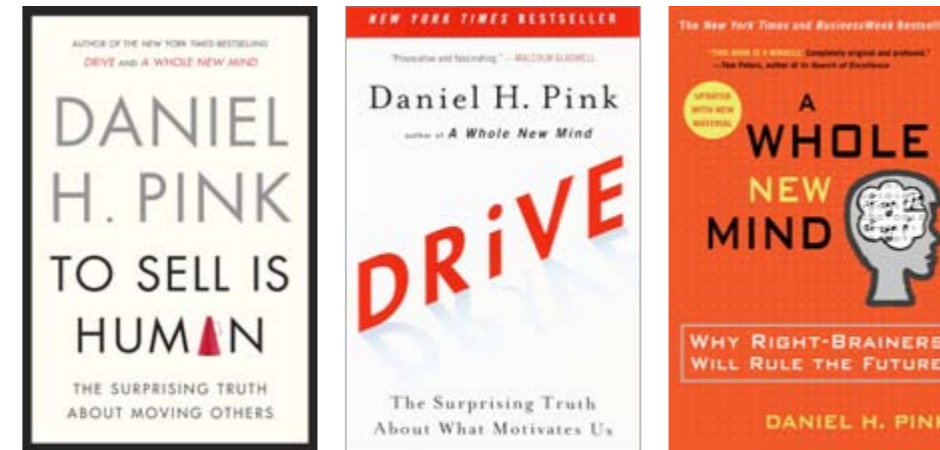
The Art of Sales will provide you and your colleagues with critical information and knowledge that will enable you to sustain a valuable competitive advantage and make a positive contribution to your success. Attendees will benefit from learning the latest strategies including how to:

- Strategically align sales and marketing
- Collaborate and connect with customers
- Engage prospects in a more meaningful dialogue
- Leverage social media tools more effectively
- Build and cultivate stronger relationships
- Enhance sales rep productivity



# DANIEL H. PINK

#1 New York Times Bestselling Author of  
To Sell is Human, Drive & A Whole New Mind



Daniel H. Pink is the author of five provocative books about the changing world of work, including the long-running New York Times best seller, A Whole New Mind, and the #1 New York Times best seller, Drive. His books have been translated into 33 languages.

Currently, Pink hosts Crowd Control, a series on National Geographic Television that takes problems and creates solutions using unique design, technology and behavioral science principles.

His latest book To Sell Is Human: The Surprising Truth About Moving Others, offers a fresh look at the art and science of selling. As he does in A Whole New

Mind and Drive, Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book—one that will change how you see the world and transform what you do at work, at school, and at home.

Pink's articles on business and technology have appeared in many publications, including The New York Times, Harvard Business Review, The Sunday Telegraph, Fast Company and Wired. He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He also advises both Fortune 100 companies and startups on recruiting, innovation and work practices.

He received a B.A. from Northwestern University, where he was elected to Phi Beta Kappa, and a J.D. from Yale Law School.

Pink lives in Washington, DC, with his wife and their three children.

## SALES EFFECTIVENESS

- Why the most successful salespeople are not extroverts.
- Two principles that can move your sales from transactions to transcendence.
- Why problem finding has become more important than problem solving.

*"A fresh look at the art and science of sales using a mix of social science, survey research and stories."*

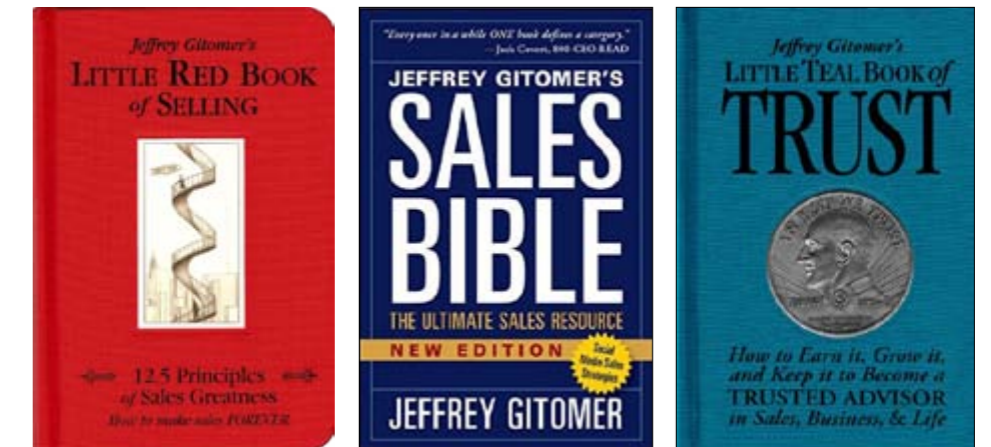
**- Dan Schawbel, Forbes.com**





# JEFFREY GITOMER

World-Renowned Sales Expert & New York Times Bestselling Author of The Little Red Book of Selling & The Sales Bible



Jeffrey Gitomer is the author of The New York Times best sellers The Sales Bible, The Little Red Book of Selling, The Little Black Book of Connections, and The Little Gold Book of YES! Attitude. All of his books have been number one best sellers on Amazon.com, including Customer Satisfaction is Worthless, Customer Loyalty is Priceless, The Little Red Book of Sales Answers, The Little Green Book of Getting Your Way, The Little Platinum Book of Cha-Ching!, The Little Teal Book of Trust, Social BOOM!, and The Little Book of Leadership,

and 21.5 Unbreakable Laws of Selling. Jeffrey's books have appeared on best-seller lists more than 850 times and have sold millions of copies worldwide.

Jeffrey's customers include Coca-Cola, US Foodservice, Caterpillar, BMW, Verizon, MacGregor Golf, Hilton, Enterprise Rent-A-Car, AmeriPride, NCR, IBM, Comcast Cable, Time Warner, Liberty Mutual, Principal Financial, Wells Fargo Bank, BlueCross BlueShield, Carlsberg, Mutual of Omaha, AC Nielsen, Northwestern Mutual, MetLife, Sports

Authority, GlaxoSmithKline, The New York Post, and hundreds of others.

In August, 2008, Jeffrey was inducted into the National Speaker Association's Speaker Hall of Fame. The designation, CPAE (Counsel of Peers Award for Excellence), honors professional speakers who have reached the top echelon of performance excellence. Each candidate must demonstrate mastery in seven categories: originality of material, uniqueness of style, experience, delivery, image, professionalism, and communication.

WHAT YOU WILL LEARN

## CUSTOMER LOYALTY

- How to combine face-to-face selling and social selling.
- How to build value attraction and stop cold calling.
- How to earn more sales, more referrals, and build lifetime relationships.

*"Jeffrey combines tremendous research, talent and ability to immediately relate to any audience to have maximum impact."*

**- Rod Beeler,  
Vice President, Caterpillar**

# BRENT ADAMSON

## Bestselling Co-Author of The Challenger Sale & The Challenger Customer



Brent is well known for his passion for “productive disruption.” He is a sought-after speaker and facilitator, with more than 20 years of experience as a professional researcher, teacher and trainer. Brent facilitates a wide range of executive-level discussions around the world for Fortune 500/Global 1000 executives in sales, marketing, and customer service, including global sales meetings, keynote

presentations, board-level presentations, and hands-on best practice workshops. In over 12 years at CEB, Brent has been

privileged to work with some of the greatest thought leaders in B2B sales and marketing.

As a Principal Executive Advisor at CEB, Brent serves as the company’s chief story teller broadly spanning subjects from customer loyalty to sales rep performance to organizational productivity. He is the co-author of The Challenger Customer and the best-selling The Challenger Sale. In addition, Brent is a contributor on sales topics on Harvard Business Review’s blog and has published in Bloomberg Businessweek and Selling Power.

A native of Omaha, Neb., Brent joined CEB from the University of Michigan’s Ross School of Business where he received his MBA with distinction. Prior to that, he served on the faculty of Michigan State University as a Professor of German and Applied Linguistics. In addition to his MBA, Brent holds a B.A. with distinction in political science from the University of Michigan along with M.A.s in political science and German, and a Ph.D. in applied linguistics from the University of Texas. Brent resides in Leesburg, Va. with his wife and two daughters.



## RELATIONSHIP DEVELOPMENT

- Why being a Challenger seller isn't enough. Your success or failure also depends on who you challenge.
- Why the limiting factor to success is rarely the salesperson's inability to connect to any one individual stakeholder. It's far more often their inability to connect them to each other.

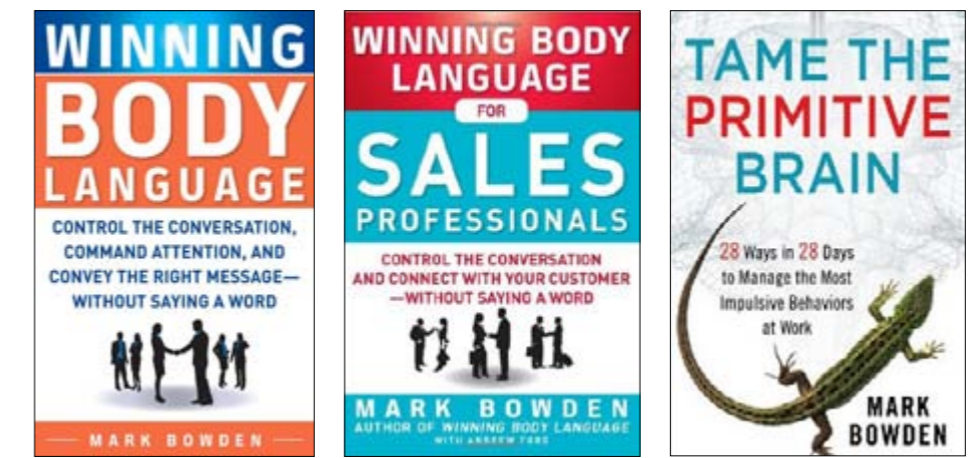
*"There is no sale more misunderstood (and expensively misunderstood) than the B2B sale. Here, in black and white, is an essential new way to think about it."*

**- Seth Godin, author, Linchpin**



# MARK BOWDEN

Bestselling Author of *Winning Body Language*, World-Renowned Communication Expert & Performance Trainer



Today's executives need to do more than simply succeed: they need to stand out. Communications expert Mark Bowden explains how to use persuasive communication skills to set yourself apart, win trust, and generate profit. His trademark techniques are used by top leaders and political players around the world who want to gain an advantage—beyond words—when they speak.

Bowden received a university degree in performance in the UK, and studied the gesture-control methods of Jacques Lecoq's Laboratory of Movement in Paris. He then went on to work with leading

practitioners of movement psychology, building upon the influence techniques of Dr. Milton Erickson. Bowden is on the faculty of the International Masters of Health Leadership at McGill University, and of the Clinical Leadership program at Schulich Executive Education Centre, York University.

Bowden has a reputation for being one of the world's expert performance trainers, and he is highly sought after for his business-presentation acumen. His client list also includes leading business people, teams, and politicians—from presidents and CEOs of Fortune 500 companies to prime ministers of G8

powers. Some of his recent clients include Blakes, Brandes, Fidelity, RBC, ING, AVIVA, Standard Life, Gartner, AMD, Microsoft, Thomson Reuters, Viacom, Ogilvy, The BBC, CTV, Walmart, Nestle, Disney, Canadian Medical Association, University Health Network, Roche, AstraZeneca, Audi, Toyota, Kroll, and Barrick Gold.

Bowden delivered a much-watched TEDx Talk in Toronto in 2013, and is the body language expert and regular guest on CTV's *The Social*. His bestselling body-language book, *Winning Body Language*, has been translated into five languages and sold around the world.

WHAT YOU WILL LEARN

## BODY LANGUAGE & COMMUNICATION

- Learn the techniques that inspire, motivate & help clients to trust your message and buy from you.
- How to more effectively build lasting relationships, win and hold onto trust, become more consultative to their clients.
- Learn the most influential psychological triggers and how to best implement them when presenting.

*"Mark Bowden's training immediately takes you to a new plane of effective communication. I haven't stopped talking about it!"*

- kAos Group

# IAN CHAMMANDY

Co-Author of Why Should I Choose You? & Founding Partner of Blueprint Business Architecture

Ian Chamandy is a founding partner, along with Ken Aber, of Blueprint Business Architecture, a company that developed a proprietary new methodology for strategic planning. Ian has co-facilitated the creation of well over 200 Blueprints for companies large and small, helping them define what makes them uniquely remarkable at their core – in seven words or less – and using this clear, concise and compelling statement as the basis for the company's future.

About one quarter of Blueprint's clients are in the not-for-profit world, helping organizations such as hospitals, universities and special-purpose charities

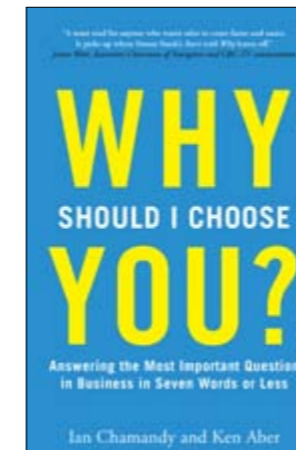
define their unique purpose and leverage that to increase donations.

Ian is the co-author of the book "Why should I choose you?" – Answering the single most important strategic question in business in seven words or less, which is published by HarperCollins.

Prior to Blueprint, Ian co-founded, and spent 15 years running, YOUtv, a company that developed, sold and managed format licenses and marketing programs around the world for the "Speakers Corner" programming concept. In this capacity, Ian created branding, marketing and sales strategies for national broadcasters and local TV

stations, including CBS, Fox, Post Newsweek and Meredith in the US, Flextech Television in the UK, Venevision in Venezuela, El Tiempo in Colombia, Jyrki In Finland, and Citytv, MuchMusic, CBC, YTV. He also designed and executed branding, marketing and communications programs for Procter & Gamble, Bell, Warner Lambert, Labatt, Molson, Loblaws and The Lung Association in Canada, and Kroger and New York State Department of Health in the US.

Ian founded the Adopt An Athlete Foundation, which is now managed by the Canadian Olympic Committee. He has a BA in Social Psychology from the University of Waterloo.



## STRATEGY & PERFORMANCE

- How answering the most important question in business in 7 words or less will give you complete clarity about where you are going and how to get there.
- How to make sales come faster and easier by giving you a clear, concise and compelling answer to the question "Why should I choose you?"
- Learn a simple strategic filter that will guide everything you do and say: every decision you make and every action you take.

*"A must read for anyone who wants sales to come faster and easier. It picks up where Simon Sinek's Start with Why leaves off."*

**- Jamie Watt, Executive Chairman of Navigator and CBC-TV commentator**



# WHAT PEOPLE ARE SAYING

*"Original, unique and truly a value add experience for selling success. A wonderful stimulus for thinking about selling more and differently."*

- J. Armstrong  
Director of Sales Training  
**MOLSON CANADA**

*"Insightful, relevant and interesting learnings from the change leaders and thought makers. Great selection of speakers and cultural observers!"*

- Elizabeth Wetzel  
Director Advertising Sales  
**LAVALIFE**

*"The best one day seminar I have ever attended! All the topics important to me have been covered."*

- Bryan Humphries  
Account Manager  
**SIERRA SYSTEMS**

*"A really good mix of topics and presentation styles. Will definitely implement the techniques learned. Very pleased with the calibre of the program... Thank you!"*

- Cindy Tong  
Business Development Manager  
**SCOTIABANK**

# NOTABLE PAST ATTENDEES

 **Electrolux**

 **AstraZeneca**

 **LoyaltyOne**

 **RE/MAX**

 **FedEx**



 **Bell Media**



 **WESTJET**

 **RSA**

 **Microsoft**

 **ROGERS**

 **YOKOHAMA**



# GENERAL PASS

This investment will give you access to an unparalleled gathering of leadership gurus with seating available on a first come, first seated basis.

**\$449.00**  
Each (+GST)

- Theatre seating directly behind VIP and Platinum reserved sections
- Book signing opportunities with speakers
- Recent issue of The Art of Magazine

# VIP PASS

Attend The Art of Leadership as a VIP guest! Our VIP package takes care of all the details so that you can sit back and enjoy the day.

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- Express entrance
- Reserved premier classroom seating section beginning in the third row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - *To Sell is Human* - **Daniel H. Pink**
  - *The Challenger Customer* - **Brent Adamson**
  - *Why Should I Choose You* - **Ian Chammandy**




# PLATINUM PASS

Experience The Art of Leadership to its fullest! This package allows you to maximize your experience and extract the most value and content from this remarkable day of learning & networking.

**\$849.00**  
Each (+GST)

Only 50 Available!

- **Exclusive photo opportunity & book signing with Captain Phillips** 
- Continental breakfast with an exclusive preparation session powered by The Art of Learning
- Express entrance
- Reserved premier in the first row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
  - *To Sell is Human* - **Daniel H. Pink**
  - *The Challenger Customer* - **Brent Adamson**
  - *Why Should I Choose You* - **Ian Chammandy**
  - *Winning Body Language for Sales Professionals* - **Mark Bowden**
  - *Sales Bible* - **Jeffrey Gitomer**



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