

THE ART OF SALES

Presented By



TORONTO | JANUARY 28, 2014 | 9:00AM - 5:00PM

In Partnership With



DANIEL H. PINK

MATTHEW DIXON

PORTER GALE

DAN ROAM

STEPHEN SHAPIRO

JIM FANNIN

*"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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METRO TORONTO CONVENTION CENTRE

John Bassett Theatre

255 Front St. West, Toronto, ON M5V 2W6

www.mtccc.com

ABOUT THE ART OF SALES

Specifically designed for sales and business development professionals, The Art of Sales is a unique one-day conference featuring six 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

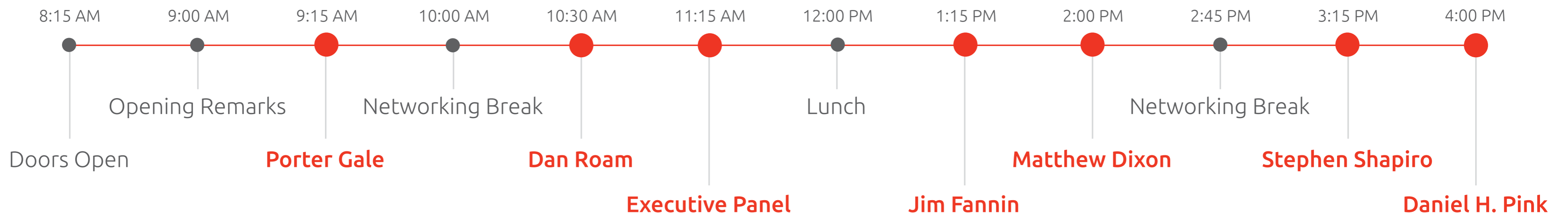
with over 1,300 of Canada's most influential sales professionals.

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

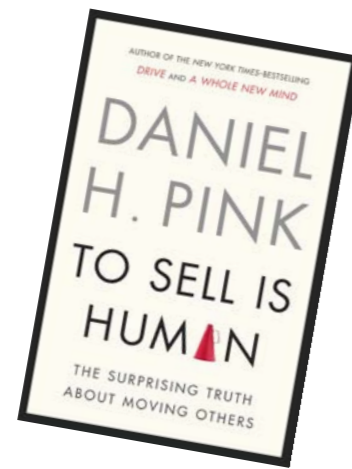
positive contribution to your success. Attendees will benefit from learning the latest strategies including how to...

- 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

To Sell Is Human: The Surprising Truth About Moving Others



- Why caveat emptor (buyer beware) is giving way to caveat venditor (seller beware).
- Five ways to frame messages to increase clarity and lead to action.
- Why problem finding has become more important than problem solving.
- Why questioning your abilities before a sales call is more effective than pumping yourself up.
- Why the most effective salespeople are not extroverts.
- Two principles that can move your sales from transactions to transcendence.

LEARN MORE ►

Matthew Dixon

The Challenger Sale: Taking Control of the Customer Conversation

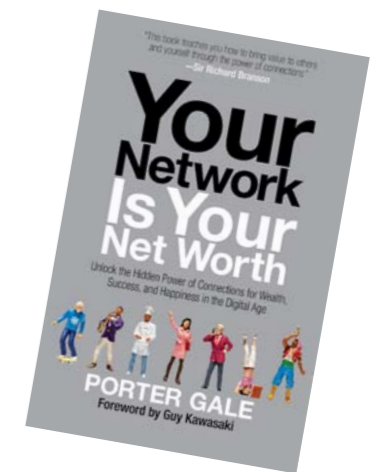


- Why the best salespeople don't just build relationships with customers - They challenge them.
- How leading companies are adapting their go-to market approach in response to today's empowered buyers by changing not just the skillset of the sales force but also the nature of the marketing messages and collateral they use.
- Understand how to identify the Challengers within your organization.
- How almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

LEARN MORE ►

Porter Gale

Your Network Is Your Net Worth: Unlocking the Hidden Power of Your Connections

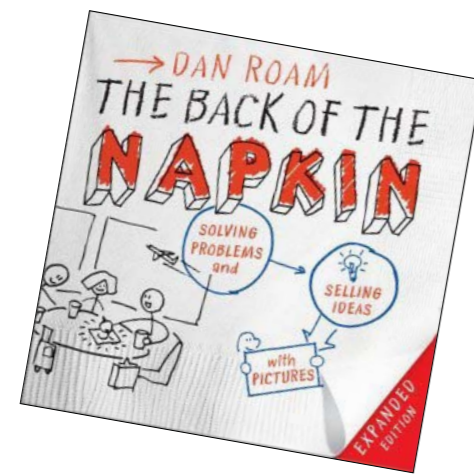


- How to focus your passions and purpose with the Funnel Test.
- That giving can be as beneficial and lucrative as getting.
- How and why technology can accelerate your networking success.
- How to expand your comfort zone and meet new, inspiring people.
- Ways to make The Ask without offending anyone or appearing selfish.

LEARN MORE ►

Dan Roam

Blah-Blah-Blah: What to Do When Words Don't Work

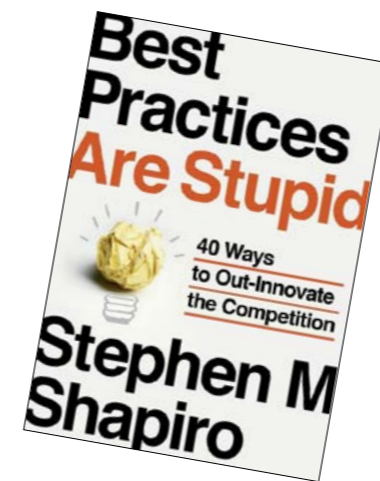


- In this fast-paced session, Dan introduces his newest set of tools in the battle against complexity, misunderstanding, and boredom: Vivid Thinking.
- Dan will show you how to find the underlying message in any idea and cut out the blah-blah-blah forever.
- Why it is more critical than ever to be able to quickly and simply summarize your business message.
- Dan will show how anyone - regardless of artistic talent, training or confidence - can use a simple set of powerful visual thinking tools to create and sell game-changing strategic ideas through the use of simple pictures.

LEARN MORE ►

Stephen Shapiro

Sales Creativity: How to Out-Innovate the Competition

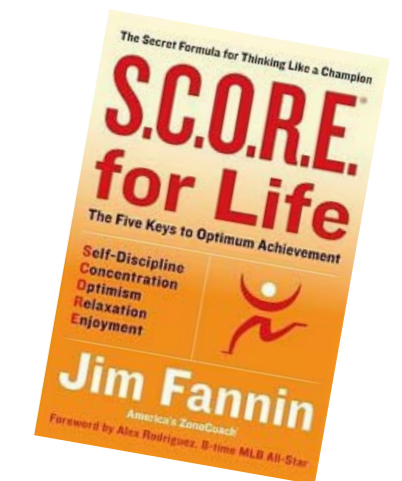


- How to bring the right mix of people to your sales team to unlock your organizations full potential.
- Why asking for ideas is a bad idea.
- How to define challenges more clearly. If you ask better questions you will get better answers.
- Why you don't want to think outside the box. In fact, you want to find a better box.
- Why failure is always an option. Looking at sales innovation as a series of experiments allows you to redefine failure and learn from your results.

LEARN MORE ►

Jim Fannin

Selling Like a Champion: The 5 Keys to Optimum Achievement

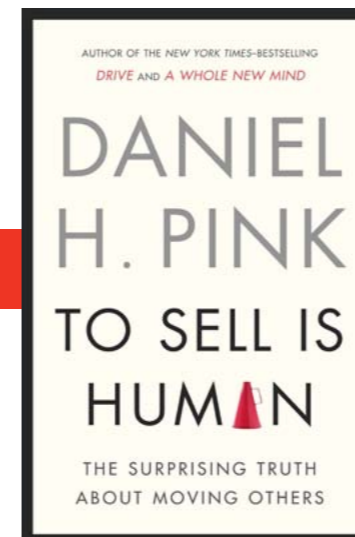


- Attract and influence buying partners: with proven tools and techniques, including reading body language, you will learn to influence minds, especially when they're closed.
- Be the best prepared in your industry: you will learn to swiftly adjust when things don't go your way, especially when you're trying to sell and no one is buying.
- Stay positive no matter what: you will learn to immunize yourself against No's and reverse them into Yes's. You will stay positive when the market is negative.
- Develop a short and long-term winning environment: you will learn to create a life-work blueprint that will guide you for the long haul.

LEARN MORE ►

DANIEL H. PINK

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



Daniel H. Pink is the author of several provocative, bestselling books about the changing world of work.

His latest is *To Sell is Human: The Surprising Truth About Moving Others*, which offers a fresh look at the art and science of sales. Using a mix of social science, survey research, and rich stories, the book shows that white-collar workers now spend an enormous portion of their time persuading, influencing, and moving others. Then it reveals the 3 personal qualities and 3 specific skills necessary for doing it better. *To Sell is Human* is a New York Times (#1), Wall Street Journal (#1), Washington Post (#1), San Francisco Chronicle (#6), and

Publishers Weekly (#8) bestseller.

His articles on business and technology appear in many publications, including the New York Times, Harvard Business Review, Fast Company, Wired, and The Sunday Telegraph. Dan has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. And he lectures to corporations, associations, and universities around the world on economic transformation and the new workplace.

In 2011, Thinkers50 ranked him one of the 50 most influential business thinkers in the world. A free agent himself, Dan

held his last real job in the White House, where he served from 1995 to 1997 as chief speechwriter to Vice President Al Gore. He also worked as an aide to U.S. Labor Secretary Robert Reich and in other positions in politics and government.

He received a BA from Northwestern University, where he was elected to Phi Beta Kappa, and a JD from Yale Law School. He has also received honorary degrees from the Pratt Institute (2013), the Ringling College of Art and Design (2011), and Westfield State University (2010).

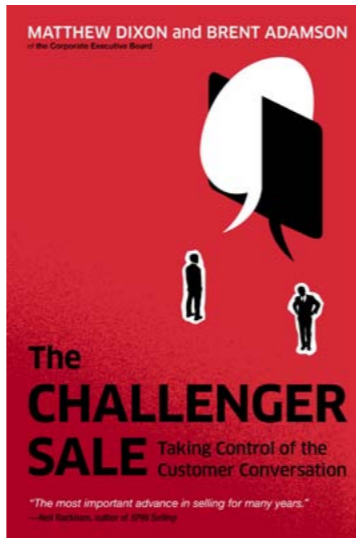
Dan lives in Washington, DC, with his wife and their three children.



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

- FORBES.COM





MATTHEW DIXON

Bestselling Author, *The Challenger Sale*
& Executive Director at CEB

Matthew Dixon is an executive director with CEB's sales and marketing practice. In this capacity, he has management responsibility for CEB Sales Leadership Council and CEB Customer Contact Council, which together serve more than 1,000 sales and customer service organizations globally.

During his time at CEB, Matt has overseen dozens of original quantitative and qualitative research studies of customer service and sales and has presented to hundreds of senior executives and management teams around the world, including those of many Fortune 500 companies, on issues ranging from

customer service strategy to sales productivity. In addition to *The Challenger Sale*, his work has been published in the *Harvard Business Review* ("Stop Trying to Delight Your Customers," and "The End of Solution Sales"). He is also a frequent contributor on sales and customer service topics in a variety of publications, including the *Harvard Business Review's* blog.

Matt holds a Ph.D. from the Graduate School of Public and International Affairs at the University of Pittsburgh where he did research on multinational sourcing and technology transfer in the aerospace industry. As part of his research, Matt

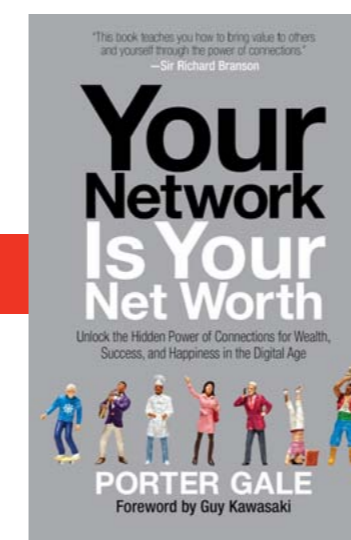
conducted field research in Japan, China and South Korea. Matt completed his undergraduate work at Mount Saint Mary's University in Emmitsburg, Maryland, where he graduated summa cum laude. He currently resides outside Washington, DC in Silver Spring, Maryland with his wife and four children. In his spare time, he enjoys training for and competing in triathlons.

“ *The most important advance in selling for many years.* ”

- Neil Rackham, Author of *SPIN Selling*

PORTER GALE

Bestselling Author, Your Network Is Your Net Worth & Former Vice President of Marketing, Virgin America



Porter Gale is a marketing expert with over 20 years of experience working in branding, social media, advertising and filmmaking. Her first book, *Your Network Is Your Net Worth* was published by Atria Books, a division of Simon & Schuster in 2013.

Ms. Gale is an advisor for several companies, including: Dollarshaveclub.com, WePay.com, The Michael Mina Group, Rocket Fuel, Peoplebrowsr, Zozi.com and Zuberence. She is also a member of the National Speakers Association and frequently presents talks on social media, networking, branding and customer loyalty.

From 2007 to 2011, Ms. Gale was Vice President of Marketing at Virgin America. Prior to Virgin America, she was a consultant with a diverse array of clients. She also held the post of General Manager at Kirshenbaum Bond + Partners San Francisco. She was awarded the Changing The Game Award, by The Advertising Women of New York (AWNY), was on AdAge's Digital Hotlist, iMedia Top 25-Digital Marketers and named a Digital Passionista by The Huffington Post.

In the independent film world, Ms. Gale produced or directed documentaries that aired on Lifetime, PBS, Channel 4/England

and in film festivals around the globe. Porter's film work has been honored by the Directors Guild of America, The Academy of Motion Pictures & Sciences and Filmmaker Magazine. Porter has a BSBA from Boston University and a Masters in Documentary Film and Video from Stanford University.

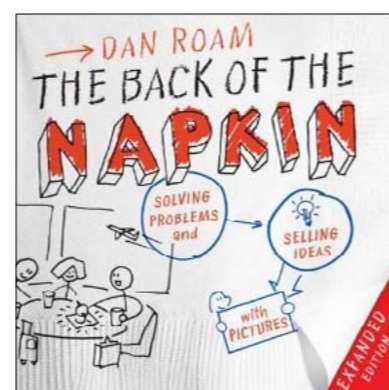
Porter has been quoted or interviewed in over 500 online, print and broadcast press outlets, including; The Wall Street Journal, The New York Times and more.



In a connected society, we are defined by what we say, what we do, and who we know. As in the real world, social capital is now the measure of one's standing in these digital communities. Porter Gale explains how each of us can more productively contribute to this social economy."

- Brian Solis, Digital Analyst, Sociologist & Bestselling Author





DAN ROAM

Bestselling Author of The Back of the Napkin & Blah, Blah, Blah: What to Do When Words Don't Work

Dan Roam is the author of two international bestsellers, *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures* and *Unfolding the Napkin: The Hands-On Method for Solving Complex Problems with Simple Pictures*, both published by Portfolio Trade, a Penguin imprint. The former was selected as Business Week and Fast Company's best innovation book of the year, and Amazon's #5 selling business book. *The Back of the Napkin* has been published in 25 languages and is a bestseller in Japan, South Korea, and China.

Dan has helped leaders at Microsoft, eBay, Google, Wal-Mart, Boeing, Lucas Film, Gap, Intel, Cisco, IBM, Kraft, Stanford University, Carnegie-Mellon, The MIT Sloan School of Management, the US Navy, and the United States Senate solve complex problems through

visual thinking. Dan and his whiteboard have appeared on CBS, CNN, MSNBC, ABC News, Fox News, and NPR. His visual explanation of American health care was selected by BusinessWeek as "The World's Best Presentation of 2009." This inspired the White House Office of Communications to invite Dan in for discussions on visual problem solving.

Dan is the founder of Digital Roam Inc, a management consulting company that helps business executives solve complex problems through visual thinking. Through lectures, workshops, books, and hands-on projects with many of the world's most influential organizations, Dan has helped teams learn to solve complex problems by relearning how to see. Dan discovered the power of pictures as a business problem-solving tool in the 1990's when he founded

the first marketing communications company in what was then the Soviet Union. With no Russian language skills, he quickly realized that his business pictures transcended the language barrier. Since that eye-opening experience, Dan has been fine-tuning the visual thinking tools he introduces in his books.

Roam received two degrees at the University of California, Santa Cruz: fine art and biology. This combination of art and science kicked off Dan's cross-disciplinary approach to problem solving. Dan is a licensed pilot, a skill that demands constant practice in understanding complex visual information displays. He has applied his business-oriented visual thinking skills while working in Switzerland, Russia, Thailand, France, Holland, and the US. He lives in San Francisco.



Roam shows you how to create simple drawings... that are simple but effective tools in breaking down complex notions and letting you share an idea across cultures and levels of expertise with aplomb."

- Fast Company

STEPHEN SHAPIRO

Bestselling Author of Best Practices Are Stupid
& Global Innovation Authority

Stephen Shapiro is one of the foremost authorities on innovation culture, collaboration, and open innovation.

During the past twenty years, his message to hundreds of thousands of people in over 40 countries around the world has focused on how to enable innovation by bringing together divergent points of view in an efficient manner.

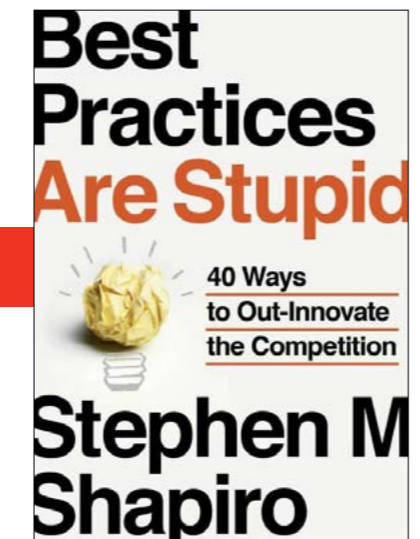
Over the years, Stephen Shapiro has shared his innovative philosophy in

books such as 24/7 Innovation, The Little Book of BIG Innovation Ideas and Goal-Free Living. He led a 20,000 person process and innovation practice during his 15 year tenure with Accenture. And his Personality Poker® system has been used by more than 50,000 people around the world to create high-performing innovation teams.

His latest book, Best Practices Are Stupid: 40 Ways to Out-Innovate the Competition, has been featured on ABC News, CBS Interactive's BNET, Southwest Airline's

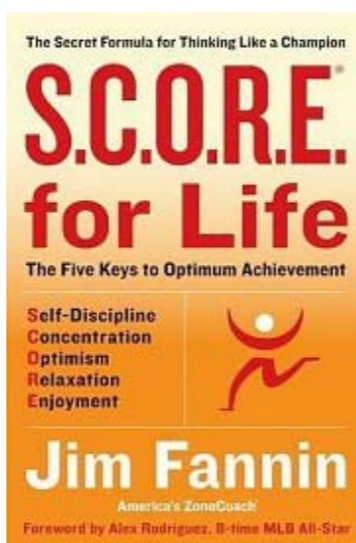
Spirit Magazine, Investor's Business Daily, and more. It was selected as the best innovation and creativity book of 2011 by 800-CEO-READ. And it is an international #1 bestselling business book.

His work has been featured in Newsweek, Entrepreneur Magazine, O - The Oprah Magazine, The Wall Street Journal, and The New York Times. His clients include Nike, Microsoft, Staples, GE, NASA, BP, Johnson & Johnson, The United States Air Force, Fidelity Investments, Pearson Education, Nestlé, and Bristol Myers Squibb.



Stephen Shapiro is the best presenter of ideas since Tom Peters."

- Michael Johnson, Former Business Week Writer



JIM FANNIN

World's #1 Coach of Champions, Bestselling Author & Peak Performance Expert

Jim Fannin is the World's #1 Coach of Champions. Jim has coached more champions - in sports, business and life - than anyone on earth. As a mental performance coach to some of the world's top athletes and most successful company CEOs, he has been called the "Change Your Life" Coach. His thought management system has transformed tens of thousands of people's lives by teaching them to reduce and manage their thoughts - putting them in a "Zone" mindset.

Jim created and personally funded a private research project in 1974 with three Ph.D.'s from Ohio State University that focused on maximizing learning in children. This 18-month research project spawned his S.C.O.R.E.® Success System

that became the groundbreaking model that effectively attracts the "Zone" mindset for reaching peak performance. This led to Jim becoming the ZoneCoach® to amateur and professional athletes worldwide.

Jim is an author, professional platform speaker, a former professional tennis player, life strategist and sports & business consultant. He has 35+ years of professional coaching, consulting and public speaking experience. He has coached hundreds of professional athletes from nine sports including members of the PGA and LPGA Tours, NBA, NFL, NHL, MLS, MLB, US Equestrian Association, World Series of Poker and the Olympics. He has trained tens of thousands of individuals and hundreds of companies from 50 industries

in peak performance. He's been featured on ESPN, NBC, ABC, CBS, and Lifetime and published in the Wall Street Journal, Sports Illustrated, Golf Magazine, Cosmopolitan, Esquire, Fortune Small Business and hundreds of other respected newspapers and magazines.

Jim has published multiple bestselling works including, S.C.O.R.E.® for Life and the internationally renowned 90-Second Rule.

Today, Jim divides his time between public speaking, writing, personal coaching (6500 coaching minutes per month via cell phone), corporate consulting, physical fitness, travel, and his charity, Think Like A Champion (TLC) Foundation. Jim and his family live outside Chicago, IL.



In one workshop Jim Fannin changed my life and most of the lives in my management team."

- Rick Kahlbaugh, CEO, Fortegra Financial

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



BellMedia



WESTJET

RSA 

 **Microsoft**

 **ROGERS**

 **YOKOHAMA**



REGISTRATION INFORMATION

GENERAL PASS

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

\$399.00
EACH (+HST)

- General admission seating from row 7

VIP PASS

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

\$599.00
EACH (+HST)

- Express entrance
- Reserved seating in rows 3 to 6
- Exclusive three course lunch
- An eco-friendly tote bag and notebook
- Copies of 3 featured bestselling books:
 - To Sell Is Human - **Daniel H. Pink**
 - The Challenger Sale - **Matthew Dixon**
 - Your Network Is Your Net Worth - **Porter Gale**

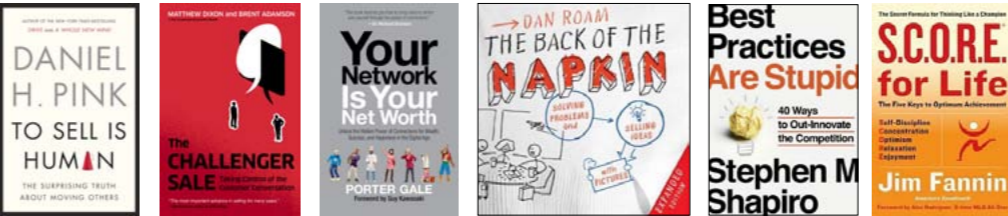


PLATINUM PASS

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

\$799.00
EACH (+HST)

- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course lunch
- An eco-friendly tote bag and notebook
- Copies of 6 featured bestselling books:
 - To Sell Is Human - **Daniel H. Pink**
 - The Challenger Sale - **Matthew Dixon**
 - Your Network Is Your Net Worth - **Porter Gale**
 - The Back of the Napkin - **Dan Roam**
 - Best Practices Are Stupid - **Stephen Shapiro**
 - S.C.O.R.E. For Life - **Jim Fannin**



GROUP OFFER

SAVE **\$50** PER PASS WHEN YOU **BUY 3 OR MORE!**

Passes must be purchased together to qualify for group pricing.

REGISTER NOW ▶