



Toronto | December 7, 2016



JEFFREY GITOMER

CHARLES DUHIGG

JAY BAER

TIFFANI BOVA

RON TITE

CATHY SALIT



*"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

# ABOUT THE ART OF SALES

DECEMBER 7, 2016 | 8:30AM - 5:00PM

**METRO TORONTO CONVENTION CENTRE**

North Building - John Bassett Theatre

255 Front Street West, Toronto, ON M5V 2W6










[www.mtccc.com](http://www.mtccc.com)

The world of sales has been disrupted. The speed of information and emergence of new technologies have dramatically changed the buyer-seller dynamic.

Face to face is no longer the dominant way to communicate with customers. The rise of new digital channels is having a major impact on the selling process, which is compelling organizations to embrace new approaches to success.

The Art of Sales empowers salespeople by giving them actionable insight and real-world guidance. You will learn from best-selling authors about how to build relationships and sell to consumers who have more information than ever at their disposal.

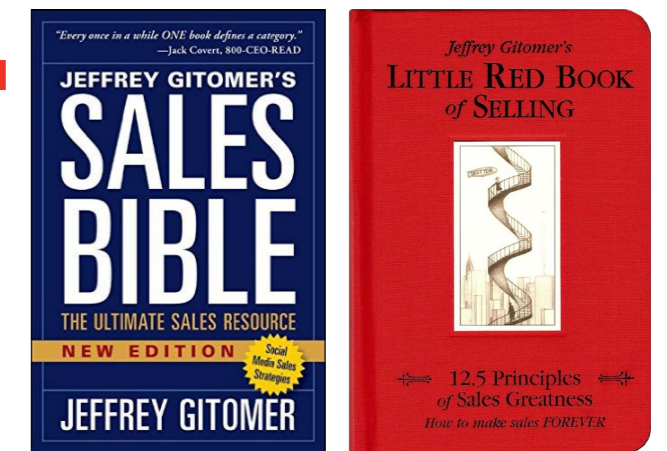
It's a place to learn how to sell differently and better at a time when the sales landscape is being turned upside down.

- 8:00 AM ● Doors Open
- 8:30 AM ● Opening Remarks
- 8:45 AM  **Jeffrey Gitomer**  
*Sales Effectiveness & Relationship Development*
- 10:15 AM  Networking Break
- 10:45 AM  **Tiffani Bova**  
*Technology & Sales Performance*
- 11:30 AM  **Ron Tite**  
*Storytelling & Creativity*
- 12:15 PM  Lunch Break
- 1:30 PM  **Cathy Salit**  
*Communication & Body Language*
- 2:30 PM  **Charles Duhigg**  
*Time Management & Productivity*
- 3:30 PM  Networking Break
- 4:00 PM  **Jay Baer**  
*Customer Service & Consumer Behaviour*
- 5:00 PM ● Closing Remarks



# JEFFREY GITOMER

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



Jeffrey Gitomer is the author of The New York Times bestsellers 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 bestsellers 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 bestseller 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 2008, Jeffrey was inducted into the National Speaker Association's Speaker Hall of Fame. The designation, CPAE (Counsel of Peers Award for Excellence), honours 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

#### SALES EFFECTIVENESS & RELATIONSHIP DEVELOPMENT

- How to build value attraction and stop cold calling.
- How to earn more sales, more referrals, and build lifetime relationships.
- Discover the fundamental values of every great sales approach.
- How to make sales in any economic environment.

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

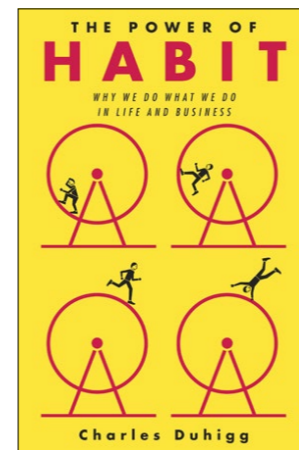
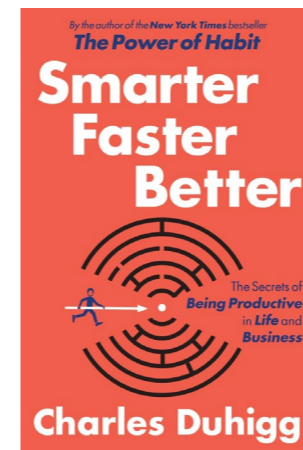
**- Rod Beeler,  
Vice President, Caterpillar**

# CHARLES DUHIGG

## New York Times Bestselling Author of The Power of Habit and Smarter Faster Better

Charles Duhigg was awarded the 2013 Pulitzer Prize in Explanatory Reporting as a member of The New York Times staff for the series “The iEconomy,” which examined Apple’s manufacturing practices overseas and what those practices can tell us about the American economy. Duhigg is also the winner of the National Academies of Sciences, National Journalism, and George Polk awards, and a frequent contributor to television and radio, including PBS NewsHour, Frontline, Dr. Oz, This American Life and various programs on CNBC and NPR. He is a graduate of the Harvard Business School and Yale College.

Charles Duhigg’s *The Power of Habit: Why We Do What We Do in Life and Business* has spent over a year on the New York Times bestseller list. The book contains specific strategies that can transform lives and workplaces. It details scientific studies on boosting willpower, replacing bad habits, and revolutionizing companies’ productivity. Duhigg’s latest book, *Smarter, Faster, Better* (March 2016), applies the same relentless curiosity, deep reporting, and rich storytelling of *The Power of Habit* to explore the science of productivity. Duhigg illustrates his concept with compelling case studies from the U.S. Marine Corps, the FBI, and the Disney



Animation team behind *Frozen*, among many others.

Duhigg’s inventive and practical books and his accomplishments as an investigative reporter for The New York Times have made him an in-demand speaker for organizations such as the UCLA School of Management, M.I.T., The Johnson Foundation and the Pasadena Art and Science Festival. Full of compelling narratives, Duhigg’s lectures draw on insights from the likes of Howard Schultz (Starbucks CEO), Tony Dungy (Super Bowl-winning football coach), and Bob Bowman (coach of Olympic legend Michael Phelps).



### TIME MANAGEMENT & PRODUCTIVITY

- How salespeople and their organizations can become smarter, faster and better.
- What separates the merely busy from the genuinely productive by exploring eight critical concepts.
- Why real productivity comes from thinking differently: managing how we identify goals, construct teams, direct our focus and make decisions.

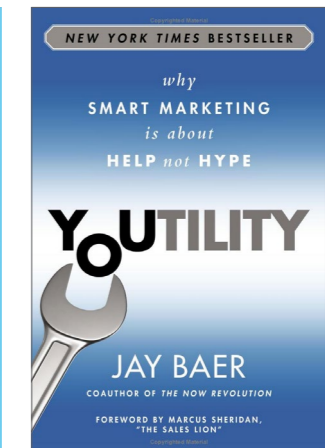
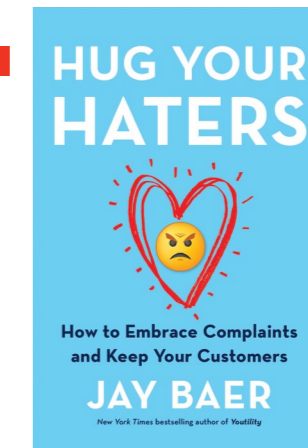
“Duhigg melds cutting-edge science, deep reporting, and wide-ranging stories to give us a fuller, more human way of thinking about how productivity actually happens.”

- Susan Cain,  
Bestselling Author of *Quiet*



# JAY BAER

## New York Times Bestselling Author of Hug Your Haters and Youtility



Jay Baer, CSP has spent 23 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 32 of the FORTUNE 500. His current firm – Convince & Convert – provides digital marketing advice and online customer service advice and counsel to some of the world’s most important brands like The United Nations, Allstate, Cisco, and Cabela’s.

His new book, Hug Your Haters, is the world’s first modern customer service manual, showing how companies large and small can benefit from the enormous increase in online complaints and customer feedback.

His second book, Youtility: Why Smart Marketing is About Help not Hype, was #3 on the New York Times business best seller list, and a runaway #1 Amazon best seller.

Jay speaks approximately 65 times per year world-wide, often with lessons about how businesspeople can use today’s shifts in technology and consumer expectation to gain or keep more customers.

Jay’s Convince & Convert blog was named the world’s #1 content marketing blog by the Content Marketing Institute, and is visited by more than 250,000 marketers each month. Jay also hosts and produces the Social Pros podcast, which is downloaded 65,000 times monthly and

was named 2015’s best marketing podcast by the Content Marketing Awards.

A fixture in social media, Jay is the most retweeted person in the world among digital marketers, and the second most retweeted person in the world among B2B marketers. He is also an active venture capitalist, and is an investor or advisor to 15 early stage technology and social media companies.

Convince & Convert is the fifth multi-million dollar company Jay has started from scratch. Before his move into digital marketing in 1994 he was a brand marketer and a political consultant, with major roles in state, federal and presidential electoral campaigns.

### WHAT YOU WILL LEARN

#### CUSTOMER SERVICE & CONSUMER BEHAVIOUR

- How to measure customer service the right way.
- The future of customer service, including specialized apps and new technologies.
- Where salespeople should spend most of their time on social media.
- The precise customer loyalty impacts of answering (or not answering) complaints on different channels.

“ Jay provides strategies that are easy to understand and can be immediately implemented.

- Jeffrey Gitomer, Author of Customer Satisfaction is Worthless, Customer Loyalty is Priceless

# TIFFANI BOVA

## Global Customer Growth and Innovation Evangelist for Salesforce

Tiffani Bova is the global customer growth and innovation evangelist at Salesforce, where as an industry thought leader, she watches overall market trends to uncover best practices on how to improve sales performance and enhance the overall customer experience.

Bova has extensive knowledge of go-to-market, sales and channel strategies. Prior to Salesforce, she spent 10 years at Gartner as a vice president, distinguished analyst and research fellow, covering sales transformation and indirect channel innovation. Over

the past decade, she has worked with hundreds of technology companies to develop highly effective growth strategies and innovative go-to-market models. She won the Gartner Thought Leadership Award for her comprehensive body of work on the Future of Sales and has delivered more than 200 keynote presentations around the globe to over 250,000 people on sales transformation and business model innovation.

Before her time at Gartner, Bova spent 15 years in various sales and leadership positions, managing both start-up and

Fortune 500 sales organizations, and she still considers herself a 'recovering seller.'

Bova has been published in Forbes, Harvard Business Review and The Huffington Post. She was named one of the 50 Most Powerful and Influential Women in California in 2014 by the National Diversity Council, as well as Inc. Magazine's 37 Sales Experts You Need to Follow on Twitter. Bova is a graduate of Arizona State University and The Executive Program at Wharton School of Business at the University of Pennsylvania.



### TECHNOLOGY & SALES PERFORMANCE

- How companies of all sizes can create new business practices that leverage technology to strengthen customer relationships and accelerate sales and growth.
- Actionable takeaways on how to create a customer-centric business and long-lasting brand loyalty
- How the customer has become smarter and more powerful with the proliferation of technology and devices.

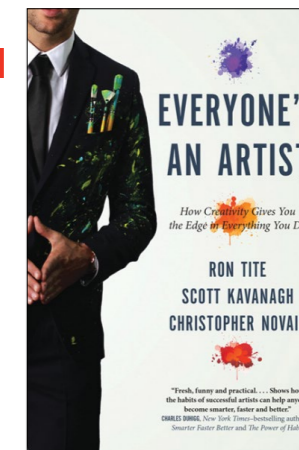
“Tiffani was one of our best, and most popular, business innovation experts. We recommend all sales and marketing executives connect and learn from her.”

- Vala Afshar  
CMO, CxO-Talk



# RON TITE

## Co-Author of Everyone's An Artist, CEO of The Tite Group and Creativity Expert



Trained at Toronto's legendary Second City, Ron was named one of the "Top 10 Creative Canadians" by Marketing Magazine. He's been an award winning advertising Writer and Creative Director for some of the world's most respected brands including Air France, Evian, Fidelity, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, Volvo, and many others. His advertising work has been recognized by The London International Advertising Awards, The New York Festivals of

Advertising, The Crystals, The Extras, The Canadian Marketing Association, The Advertising & Design Club of Canada, and The Marketing Awards, to name just a few.

He is founder and CEO of The Tite Group, Executive Producer & Host of the Canadian Comedy Award-winning show Monkey Toast, and is a featured marketing expert on the new Mark Burnett-produced business reality show, Dream Funded. He has written for a number of other

television series, penned a children's book, and wrote, performed, and produced the play, The Canadian Baby Bonus.

In demand as a speaker on innovation, branding, content marketing, and his own take on modern business, "The Expression Economy", Ron has spoken to leading organizations all over the world. His upcoming book, Everyone's An Artist, will be published by HarperCollins in the fall of 2016.

### WHAT YOU WILL LEARN

#### STORYTELLING & CREATIVITY

- How to collect, curate, tell, and share the stories you already have.
- How to act like your customers, by being more interesting and thus, win more of your customers' time.
- Why salespeople shouldn't be learning from other salespeople, but instead from artists.
- What successful artists do, which organizations have implemented their thinking, and what salespeople can do to be more artistic on a daily basis.

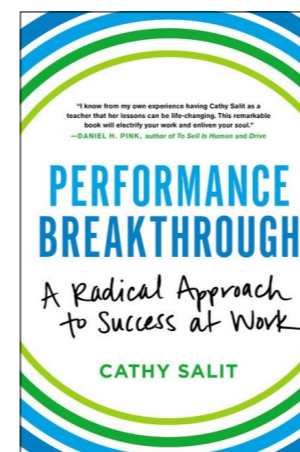
“Tite has the right universal touch, handles physical comedy effortlessly and never heads for the bog to make his audiences laugh. We did. Here's a young man on the move, for all the right reasons.”

- The Edmonton Journal



# CATHY SALIT

## Author of Performance Breakthrough, Executive Coach and Social Entrepreneur



Cathy Salit began her career as an upstart and risk-taker at the age of 13, when she dropped out of eighth grade and started an alternative school in an abandoned storefront in New York City. This unusual endeavor put Cathy on an uncharted life path, which she has dedicated to creating educational environments that challenge the status quo and offer innovative, high-impact learning and development experiences.

Cathy is the co-founder and CEO of Performance of a Lifetime, a global consulting firm based in New York City that helps leaders, teams, and organizations grow their business by focusing on the human side of strategy. Using the art of

theatrical performance and the science of performative psychology, Cathy helps leaders close the gap between the current reality and their desired future.

As CEO, Cathy has led the growth of her company to two consecutive years on the Inc. 5000 Fastest Growing Companies List (2014, 2015), and she works with leaders and teams at companies such as Twitter, American Express, Nike, Coca Cola, Rolls Royce, The Johns Hopkins Hospital and the Metropolitan Museum of Art. Her work and thought leadership have been featured in Fast Company, the Wall Street Journal, Forbes, Inc., Wired, CEO World Magazine, and on podcasts, radio and viral videos all over the world.

Cathy is the author of the new Hachette Books hardcover, Performance Breakthrough: A Radical Approach to Success at Work, in which she presents her revolutionary approach to learning, growing and change. The book explores the Becoming Principle methodology and features real-life case studies from Cathy's work in the field, as well as tips, techniques and exercises for readers to create performance breakthroughs in their everyday lives.

Cathy is an artistic associate at the award-winning Castillo Theatre in New York City, and you can often hear her singing jazz and R&B on any stage she can find...or create.



### COMMUNICATION & BODY LANGUAGE

- How listening like an improviser will enhance your sales conversations and client relationships.
- Heightened awareness of your current body language and how to leverage your physical presence to communicate most effectively.
- Techniques from the actor's toolbox to expand your sales and communication repertoire and present your best self.
- Why your next sales conversation should not be about selling.

“Cathy Salit is a master—a sales-whisperer whose theater and improv-inspired organizational development methodologies have transformed the work and communication habits of thousands of individuals over the past two decades.

- Daniel H. Pink, Bestselling Author of To Sell Is Human and Drive

# 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



# 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.

## \$449.00

Each (+HST)

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

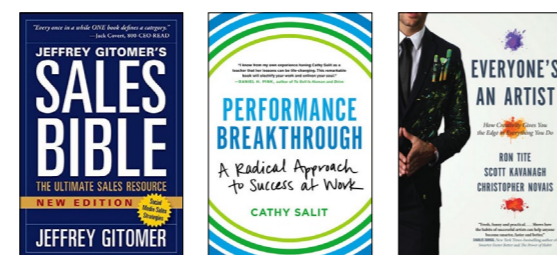
# VIP PASS

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.

## \$649.00

Each (+HST)

- Express entrance
- Reserved seating behind Platinum
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - *The Sales Bible* - Jeffrey Gitomer
  - *Performance Breakthrough* - Cathy Salit
  - *Everyone's An Artist* - Ron Tite




# PLATINUM PASS

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

## \$799.00

Each (+HST)

Only 50 Available!

- **Continental breakfast and coaching session powered by The Art of Learning** 
- Express entrance
- Reserved premier seating in the first row
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
  - *The Sales Bible* - Jeffrey Gitomer
  - *Performance Breakthrough* - Cathy Salit
  - *Everyone's An Artist* - Ron Tite
  - *Smarter Faster Better* - Charles Duhigg
  - *Hug Your Haters* - Jay Baer



## GROUP OFFER

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

Passes must be purchased together to qualify for group offer.

## RESERVED SEATING

AVAILABLE FOR  
GROUPS OF  
20 OR MORE!

For further details on group seating arrangements and pricing please contact us at 1-866-99-ART-OF or visit us at [TheArtOf.com](http://TheArtOf.com)

REGISTER NOW

