

Sales Kick Off 2017

February 16-19 ♦ Macleay Conference Center

Thursday, February 16

6:30 p.m.	Check-In	Skyline Hall Lobby
7 p.m.	Welcome <ul style="list-style-type: none">Henry Schuck, CEO & Co-Founder	Skyline Hall Main Room
7:15 p.m.	Dinner	Skyline Hall Dining Room

Friday, February 17

8 a.m.	Breakfast	Skyline Hall Dining Room
9 a.m.	Selling in a Sea of Sameness <ul style="list-style-type: none">Steve Hays	Fireside Hall
10 a.m.	The Socratic Method: The Art of Selling through Questions <ul style="list-style-type: none">Patrick Purvis	Fireside Hall
11 a.m.	Break	
11:15 a.m.	Let's Get a Bigger Share of the Biggest Wallet: Selling to Marketing <ul style="list-style-type: none">Katie Bullard & Steve Bryerton	Fireside Hall
12:15 p.m.	Mission Possible I <ul style="list-style-type: none">Groups 1, 2, 3	Fireside Hall
1 p.m.	Lunch	Skyline Hall Dining Room
2:15 p.m.	Mission Possible II <ul style="list-style-type: none">Groups 4, 5, 6, 7	Fireside Hall



3:30 p.m.	DiscoverOrg is the Best ABM Tool on the Planet – So, What is ABM? <ul style="list-style-type: none">• Katie Bullard	Fireside Hall
4:45 p.m.	Tellwise & DiscoverOrg <ul style="list-style-type: none">• Conrad Bayer, CEO of Tellwise	Fireside Hall
6 p.m.	Dinner	Skyline Hall Dining Room
7:30 p.m.	Gym Night	Gym

Saturday, February 18

7:30 a.m.	Breakfast	Skyline Hall Dining Room
8:30 a.m.	The Narrative Advantage: How to Leverage Storytelling <ul style="list-style-type: none">• Dave Sill	Fireside Hall
9:30 a.m.	Selling Value: Using Stories and ROI to Illustrate Before/After DO <ul style="list-style-type: none">• Steve Bryerton & Justin Withers	Fireside Hall
10:30 a.m.	Break	
10:45 a.m.	Playing with Edge: How to Provoke Fresh Perspective <ul style="list-style-type: none">• Dave Sill	Fireside Hall
12 p.m.	A Day in the Life of a Customer <ul style="list-style-type: none">• Andrew Brewer & Alex Greer, Cloudera	Fireside Hall
12:45 p.m.	Lunch	Skyline Hall Dining Room
2 p.m.	The Ops of Implementing DORG <ul style="list-style-type: none">• Chris Hays	Fireside Hall
3 p.m.	Pipeline Management: A Look Inside the Crystal Ball <ul style="list-style-type: none">• Ben Loria	Fireside Hall



4 p.m.	Wait. How Did We Get Here? Mapping the Buyer's Journey <ul style="list-style-type: none"> Patrick Purvis & Dave Sill 	Fireside Hall
4:30 p.m.	Research: A Peek Under the Hood <ul style="list-style-type: none"> Derek Smith 	Fireside Hall
5 p.m.	Break to Prepare for Dinner	
5 p.m.	<i>Bus Departs with Significant Others</i>	<i>DiscoverOrg</i>
6:30 p.m.	<i>Bus Arrives with Significant Others</i>	<i>Skyline Hall</i>
6:30 p.m.	Cocktail Hour	Skyline Hall Reception Area
7 p.m.	Dinner	Skyline Hall Main Room
8:30 p.m.	Awards Ceremony	Skyline Hall Main Room
9:30 p.m.	Reception	Skyline Hall Main Room
12:30 a.m.	<i>Bus Departs with Significant Others</i>	<i>To DiscoverOrg</i>

Sunday, February 19

9 a.m.	Breakfast <ul style="list-style-type: none"> Clean Out Condos ahead of time (including trash) 	Skyline Hall Dining Room
10 a.m.	Mission Possible III <ul style="list-style-type: none"> Groups 8, 9 	Fireside Hall
11 a.m.	Closing Session & Wrap-Up	Fireside Hall
11:30 a.m.	Depart	

