

DIGITAL SALES WORLD

DUBLIN, IE
13TH NOVEMBER



AGENDA

7:30 - 8:30 Breakfast in the Expo

Large Group Learning:

8:30 - 8:55 Event Kickoff & Morning Large Group Activity

8:55 - 9:25 How to Build Your Sales Plan of Action Based on Marketing Automation

9:25 - 9:55 The Psychology of Employer Branding

9:55 - 10:20 IDEA EXCHANGE: Creating (or Growing) an Inclusive Sales Team that Cultivates Revenue

10:20 - 10:50 How Artificial Intelligence is Solving the Biggest Challenge in Sales

10:50 - 11:15 Break in the Expo

Breakout Sessions

12:00 - 1:15 Networking Lunch in the Expo

Breakout Sessions

3:00 - 3:30 Break in the Expo

Large Group Learning:

3:30 - 3:40 Welcome Back to General Sessions & Reminders

3:40 - 4:10 Building the Sales & Marketing Technology Platform

4:10 - 4:40 IDEA EXCHANGE: Preparing Your Team For The Next Generation of Sellers

4:40 - 5:10 'SOS' – Sales Operating Systems and the Actions to Take for Success

5:10 - 5:30 Closing Activity

5:30 - 7:00 Happy Hour in the Expo

BREAKOUT SESSIONS

11:15 - 12:00 **ROOM: 679** Predictable Revenue with the GDPR

ROOM: 681 IDEA EXCHANGE: Re-Humanizing the Sales Process

ROOM: 683 The Next Era of Innovation in Sales

ROOM: 688 Women in Sales Workshop: Finding Your Voice

1:15 - 2:00 **ROOM: 679** Leadership is Clarity: Practical Ways to Bring Camaraderie and Progress to a Fast-Moving Workplace

ROOM: 681 IDEA EXCHANGE: Role Specialisation – Solution Consultants, the 'Secret Sauce' of Digital Sales Teams

ROOM: 683 How to Gamify Your Inside Sales Centre? 7 Lessons from an Action Research Inquiry

ROOM: 688 7 Steps for Coaching Discovery Call Success

2:15 - 3:00 **ROOM: 679** Buyer Enablement: Empowering Your Champion to Sell For You

ROOM: 681 IDEA EXCHANGE: Emerging Trends in Inside Sales Models

ROOM: 683 Slow Down, You're Moving Too Fast!

CONFERENCE MAP

MAP & AGENDA

LARGE GROUP

BREAKOUTS

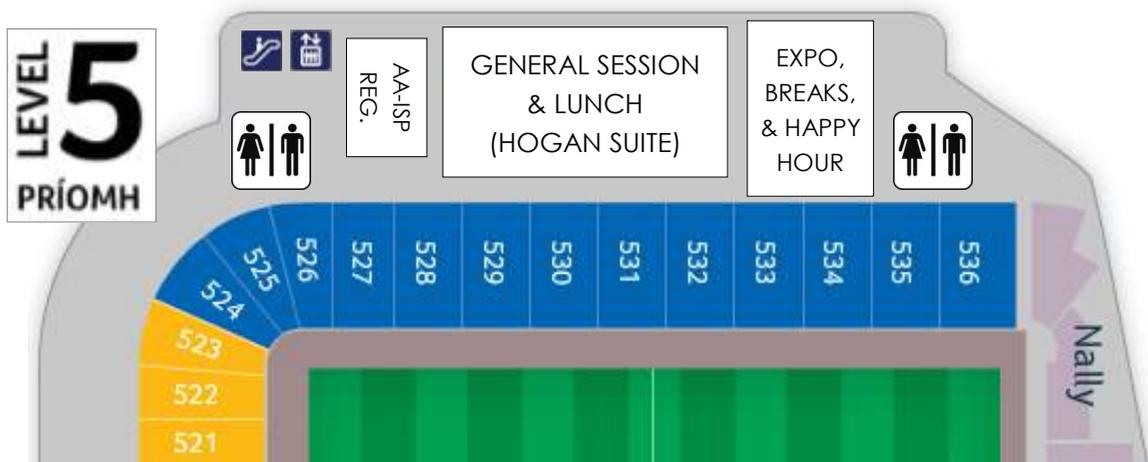
SPEAKERS

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NOTES



CROKE PARK STADIUM—Hogan Stand



LARGE GROUP LEARNING MORNING

8:55 AM: How to Build your Sales Plan of Action Based on Marketing Automation

Vince McLain, Televerde

If you pursue every lead from marketing with the same plan of action, you either have unlimited resources or are missing opportunities to focus on the best leads. In alignment with marketing, you need to agree on reasonable expectations for a warm funnel and how to act on leads depending on how they got there (automation, events, digital, etc...).

In this session, see a plan of action from marketing automation and lead generation through sales lead hand off, by learning:

- How to create a plan of action based on lead history;
- How to determine a win rate based on that plan of action; and
- How to create a sales forecast from marketing leads

9:25 AM: The Psychology of Employer Branding

Matt Burney, Indeed

Do your roles and your company stand out from the rest? An enticing employer brand is key to ensuring you are able to attract and retain top talent, who seek an employer with as stellar a reputation as their own. Join us, as we delve into the depths of the brain to shed light on the psychological underpinnings of advertising and demonstrate the importance of a powerful organisational personality in boosting your aided and unaided awareness among job seekers.

9:55 AM: Creating (or Growing) an Inclusive Sales Team that Cultivates Revenue

Moderator: Lori Richardson, WOMEN Sales Pros

Panelists: Christine Barrett—Microsoft | Kelly Gamble—SAP | Brigid Charmant —Salesforce

In this session, we'll share results of some of the data discussed at the AA-ISP Leadership Summit on retaining and promoting more women sales leaders, getting insight from our panel of sales leaders on both tactical and strategic ideas for more women in sales. Lori Richardson, President of WOMEN Sales Pros will moderate, share data, and help glean nuggets of wisdom for delegates to take away.

10:20 AM: How Artificial Intelligence is Solving the Biggest Challenge in Sales

Jared Haleck, InsideSales.com

Training is important and so is hiring, but according to CSO Insights and InsideSales Labs they are not the biggest thing sales teams are struggling with—but you knew that already, right? The biggest challenge across all of sales is BUILDING QUALIFIED PIPELINE and we see the effects of it every day, as only 53% of sales reps are hitting quota. Sadly, the numbers show many sales leaders believe the way to solve this problem is adding more sales reps, but that solution is only making the problem worse. What will make this problem go away...REALLY?

In this session, you'll learn why sales pipeline is the biggest problem in sales and what companies are doing to solve it.

LARGE GROUP LEARNING AFTERNOON

3:40 PM: Building the Sales & Marketing Technology Platform

Mark Farnell, NewVoiceMedia

The most successful high-growth companies in the UK are delivering up to 300% growth. In this session, Mark will be sharing best practices and insight into building a technology stack and running a successful Inside Sales team to support sustainable growth. This includes understanding the best times to call, increasing your speed-to-lead, focusing reps on the right leads, coaching and effective campaign follow-up.

4:10 PM: Preparing Your Team For The Next Generation of Sellers

Amanda Hammett—The Millennial Translator | Sanj Bhayro, Salesforce | Anneke Seley—Reality Works Group

Join us for this panel of experts on what it actually takes to recruit and develop the next generation of sales leaders. Hear about lessons learned and future predictions on the talent pool from subject-matter experts both inside and outside the digital sales world, as well as what it will take to develop and leverage them.

4:40 PM: 'SOS' – Sales Operating Systems and the Actions to Take for Success

Daragh Mulcahy, SERCAA

In this session, anyone managing a sales process will learn the tools and processes required for a successful customer life-cycle, including:

- SOS Definition
- SOS Implementation and Tools
- SOS Key Performance Indicators

DON'T FORGET: JOIN US FOR HAPPY HOUR AT 5:30PM!

Join us in the Expo for networking with fellow delegates to discuss the day's events while enjoying drinks and hors d'oeuvres.



BREAKOUT SESSIONS 11:15 - 12:00

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ROOM 679: Predictable Revenue with the GDPR

Daniel Barber, DataGrail

The GDPR changed the way we perform sales and marketing, however, it doesn't mean you can't generate predictable revenue.

Join this informative session and learn:

- 1) How to target your ideal customer
- 2) Perform consent-based demand generation
- 3) Privacy-first prospecting

We will cover several strategies that will keep your legal team happy and your sales forecast intact.

ROOM 681: IDEA EXCHANGE: Re-Humanizing the Sales Process

Host: Bob Perkins, AA-ISP

Panelists: Kasia Fima, Dynamic Signal | Tracey Newman, Microsoft Ireland | Emmet O'Reilly, AVEVA

Today's SDRs and Inside Sales Reps are pressured to not only achieve quota, but to hit hundreds of daily activity metrics. The need for speed is ever-present. Today's reps have 6-10 technologies they use in their day-to-day prospecting and customer engagement and without these tools, a rep could fall short. Yet, the fact remains that quota attainment is on the decline. In an effort to increase activities through "sales acceleration", have we substituted speed for personal?

Our panel will discuss the importance of personalizing our customer sales engagement while sharing some actionable tips and best practices to help us "re-humanize" sales.

ROOM 683: The Next Era of Innovation in Sales

Liam Halpin, LinkedIn Sales Solutions

While the era of automated sales outreach brought a surge in efficiency, it hasn't provided authentic customer value. Face-to-face selling provides that value, but it lacks speed and efficiency. Hear how leveraging relationships building at scale can solve for these challenges and drive high-quality sales.

ROOM 688: Women Connect Workshop: Finding Your Voice

Nikki Finucan, Protelos Group Ltd | Ashley Gagliano, AA-ISP | Steve Sutton, Protea Consult

Speaking up and finding your voice in the workplace is hard to do, even when it benefits you. There are many reasons we don't, but there are so many more for why we should. Whether you want to know how to speak up in that meeting because you have a great idea (only to hear a colleague voice it first), or looking for that next step, or asking for a mentor/executive coach, or getting a pay raise, this session is designed to empower you to go out there and Find Your Voice in the Workplace!

In this workshop, we will empower you with:

- How to define your value;
- How to communicate your value; and
- How to find your ranges to feel comfortable asking for what you want and need

BREAKOUT SESSIONS 1:15 - 2:00

ROOM 679: Leadership is Clarity:

Practical Ways to Bring Camaraderie and Progress to a Fast-Moving Workplace

Max Yoder, Lessonly

People want (and deserve the chance) to do great work. But oftentimes, a lack of clarity, office politics, and even our own brains get in the way.

Max will explore how small changes in behaviour can transform a workplace culture and help entire organisations Do Better Work. His tips for clarity will empower teams to move faster, think smarter, and perform better.

ROOM 681: IDEA EXCHANGE: Role Specialisation –

How Solution Consultants Have Become the 'Secret Sauce' of Digital Sales Teams

Host: John McGann, Oracle

Panelists: Guro McCrea, New Relic | Garin Hess, Consensus

We know that modern buyers are more savvy and demand real expertise and insight from us as vendors.

Whether known as Solution Engineers, Solution Consultants or plain ol' Presales, this role is increasingly relied on to compete and win in today's competitive environment.

Join our panel to learn more about how this role is evolving, leveraging sales acceleration technology, and becoming the 'go-to' resource for both sales reps—and customers—in both well-established companies and high-growth scale ups.

ROOM 683: How to Gamify Your Inside Sales Centre?

7 Lessons from an Action Research Inquiry

Alice Coatalem, ALIS Expertise

Motivating millennials and intranet natives by bringing some fun elements, replicating game mechanics, at the core of the hard job of inside sellers. This was the objective of a three-year action research inquiry implemented across three European locations of a high-tech company. This session will start by covering some conceptual elements about gamification as well as its characteristics and how it is impacting human motivation. We will then discuss seven guiding principles resulting from the action-research effort, which can guide sales leaders considering gamification for employee engagement as well as other purposes.

ROOM 688: 7 Steps for Coaching Discovery Call Success

Kevin Beales, Refract.ai

Discovery conversations are where revenue is won and lost. But in order to both qualify and diagnose the personalized pain, benefits and (most importantly) value proposed, you must rely on great questioning skills, active listening and make every second count.

We'll dissect how sales leaders can coach reps to optimise discovery conversations that lead to successful outcomes, based on the evidence of analysing 10,000+ calls each month.

BREAKOUT SESSIONS 2:15 - 3:00

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ROOM 679: Buyer Enablement: Empowering Your Champion to Sell For You

Garin Hess, Consensus

With the explosion of account-based sales, you as a seller are selling to a committee, aka a buying group. But you as a salesperson can only carry the ball so far. We all know that the stakeholder you leave out is inevitably the one that nukes the deal. And very often, the real selling is done after the call is over, by your newly minted champion within the black box of executive interactions. Is that PDF or slide deck really the best we can do to empower this poor soul to be a change-maker? (Spoiler: 8/10 times, they'll butcher it.)

To truly ensure a closed deal, you need that all-important internal champion to take the deal all the way across the line. Buyer enablement is the practice of empowering your internal champion to close the deal when you're not in the room.

In this session, you will learn how to:

- Discover and engage stakeholders more quickly so your deal isn't torpedoed late in the game
- Equip your champion to sell for you in a way that brings stakeholders to the conversation educated and ready to talk specifics
- Discover misalignment across stakeholder interests so you can guide them toward consensus
- Track the key metrics of Buyer Enablement to predict success

ROOM 681: IDEA EXCHANGE: Emerging Trends in Inside Sales Models

Host: Bob Perkins, AA-ISP

Panelists: Kevin Kelly, PACE Digital Sales & Andrew Hough, Association of Professional Sales

Although the discrete quota-carrying model for Inside Sales continues to grow, many larger, well-established organisations rely on a team-based model which pairs inside reps with their field counterparts. This idea exchange will discuss a variety of use cases and best practices in emerging Inside Sales models including team-based, discrete quota-carrying, and others. Topics covered will include defining the roles, performance management and metrics, communication best practices, compensation models and potential obstacles to achieving team success. There will be plenty of time for audience questions and comments, so come prepared to engage in our discussion!

ROOM 683: Slow Down, You're Moving Too Fast!

Rachel Spencer, VanillaSoft

What's the best time of day to follow up? Is high call volume actually important? Is there an ideal sales cadence? How quickly should you respond to a new inbound lead? Is it critical to respond within five minutes?

The Telfer School of Management, in partnership with VanillaSoft, recently undertook the largest ever academic study of sales data - examining 130,000,000 real-life sales interactions and 45,000,000 contacts. In this session, Rachel Spencer of VanillaSoft will share these findings and will have you questioning what contemporary thought leaders have been espousing as effective. If you want to better organise your sales process, multiply your conversion rates, and dramatically increase your revenues, you need to hear what this data is saying.

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YOUR MEMBERSHIP INCLUDES

"Our global community is dedicated to advancing the profession of Inside Sales at the individual, leadership, and organizational levels."

- A centralized, **trusted resource** of useful Inside Sales related information
- An ever growing **community** of like-minded individuals
- Live events such as conference, workshops and **virtual learning**
- **Member-Only** access to an ever growing Knowledge Center
- Ask-an-Expert access with leading **Industry Experts**
- Full Access to the **exclusive** AA-ISP Service Providers Directory
- **Networking** with fellow members from a variety of industries and sales models
- An opportunity to be considered for the AA-ISP annual **recognition and awards**
- Access to the Inside Sales **Academy** for reps and leaders
- Inside Sales **Career Center**

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