



2018 Sandler® Annual Sales & Leadership Summit
March 14 – 16, 2018
Rosen Centre, Orlando, Florida

Wednesday, March 14, 2018

3:00 PM	Client Registration
5:00 – 6:00 PM	Welcome Mixer <i>(Registration required)</i>

General Sessions

Thursday, March 15, 2018

7:00 AM	Breakfast & Registration
8:00 – 8:30 AM	Welcome & Opening Remarks Mike Montague Welcome and opening remarks from Mike Montague, VP of Online Learning – Why are we here? How do we trigger a breakthrough for ourselves and our teams in 2018? Mike will share best practices for making the most of the Sandler Summit and special insights into creating breakthroughs in your life and career.
8:30 – 9:15 AM	David Mattson, What Does an Elite Sales Force Look Like? Dave will talk about cornerstone concepts that will help individuals break through their personal goals. Each person/company has different goals, but Dave will be sharing the common characteristics of successful breakthroughs.
9:15 – 9:30 AM	BREAK
9:30 – 10:15 AM	Cathy Ferguson, Girl Scouts, In the Shadow of the Gold Dr. Ferguson’s motivational presentation takes the audience through the thoughts of an Olympic Champion as she prepared for the Olympic Games and her event. Her talk allows you to experience the excitement of winning a Gold Medal, the life lessons learned, and how the experience continues to pave the way through a life of going past success to significance and servant leadership.
10:15 – 10:30 AM	BREAK
10:30 – 11:15 AM	Matthew Neuberger, Set Yourself Up for a Breakthrough: 90% is psychology, 10% is mechanics Learn how you can surpass your own limitations and achieve your personal and professional goals. We'll help you refocus so that you can perform the mechanics you need to compete and innovate in business.
11:15 – 11:30 AM	BREAK
11:30 – 12:15 PM	Anneli Thomson, World Class Performance - Do You Have What it Takes? We all strive to be the best in our chosen field, but why does it not always work out as we planned? When world class performance is broken down there are several component parts. Anneli will identify these and look at how we can apply them for ourselves and our teams.
12:15 – 1:00 PM	Client Awards
1:00 – 2:15 PM	LUNCH



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Afternoon Breakout Sessions

Thursday, March 15, 2018

2:15–3:00PM	Management Track	<p>Tom Niesen/Brisa Castillo How to Lead the Next Generation of Salespeople Millennials are expected to represent half of the U.S. workforce by 2020, which means it is becoming more and more important to understand them. Join us to learn how to hire Millennials for sales; how to create a sales process that will motivate, coach and grow Millennials; and how to create a sales culture that make Millennials not only want to stay past their 3-year job jumping norm, but actually seek out your company as a place they want to be a sales superstar.</p>
	Sales Track	<p>Jim Barnoski Parent-Adult-Child? ... Who's in my Submarine, and, where are they hiding? People buy emotionally; they only make decisions intellectually. Understanding Transactional Analysis is critical to effectively implementing the Sandler Selling System. Jim will breakdown the ego state transitions necessary for both the sales professional and the prospect as you move forward in the submarine. Failing to transition these ego states in any submarine compartment could sink your sub.</p>
	Advanced Strategies & Techniques	<p>Bill Bartlett The Mental Game of Sales Yogi Berra, a Yankee catcher in the 1960's famous for his malapropisms offered one of my favorite quotes, "Half of this game of baseball is 90% mental" and, as you will learn in this talk, the same might be said for a professional sales career. Bill will cover the mental discipline it takes to control our inner voices so we can successfully execute the Sandler strategies and tactics.</p>
3:00–3:15 PM	BREAK	
3:15–4:00PM	Management Track	<p>Rochelle Carrington Build Your Inner Super Hero for Superior Results As a leader, you are supposed to be the Superhero and have all of the answers...but what if you don't? What if you are sometimes unsure and every once in a while lack the confidence that you have the answers to lead your team to glory? If you are bold enough to admit that you sometimes may have a "crisis in confidence" and you want to find ways to become bulletproof and teach your team how to do the same, then this session is for you. Even the toughest superheroes experience this - but the wisest admit it and find ways to overcome it more quickly. Are you tough or wise? You make the choice.</p>
	Sales Track	<p>Doug Cohen Recipe for Success in 2018: Cookbook Doug Cohen will talk about the key ingredient needed to have a breakthrough year in 2018: your Cookbook! During the session, Doug will outline how to create a Cookbook, which consists of your top 3-5 key goals that you want to achieve during a defined period (typically quarterly), as well as your supporting activities and behaviors you need to do daily, weekly, and monthly to achieve your goals. You should walk away from this session with 2-4 key take-aways to help you have a breakthrough year in 2018!</p>
	Advanced Strategies & Techniques	<p>Tim Roberts Trust, Transparency and Truth Imagine a sales call in which you are able to rapidly create trust, leading to transparency and the truth. Most sales calls are stifled by just the opposite – an innate lack of trust on the part of the prospect. And it's typically the very logical approach of the salesperson, an effort to</p>



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		rapidly move the process from “Hello” to “Sold” that leads to the prospect’s skepticism and distrust. Few salespeople know how trust really works. Even fewer understand the subconscious dynamics of rapport-building. Transparency gained is truth earned. In this session, let’s use our imaginations to connect the power of trust, transparency, and truth, a connection that will take us everywhere in our sales calls. Ready for some new insights?
4:00–4:15 PM	BREAK	
4:15–5:00 PM	Management Track	<p>Josh Seibert Winning from Failing “To err is human” and “you live and you learn”, right? But failure and mistakes still don’t feel like some awesome learning opportunity. Many salespeople live and act in ways to prevent any mistakes — reducing risk, protecting comfort zones and hiding in boxes. We will explore nine powerful lessons learned from embracing failures, mistakes, screw ups and shortcomings that every manager should know & leverage to accelerate sales team growth!</p>
	Sales Track	<p>Nikolaus Schedlbauer A Winner has Options Struggling with applying sales know-how, sales calls taking different twists, being blindsided by something your prospect or customer said or did, are bumps in the road sales people face on a daily basis. In theory, we are masters of our craft and calls always go as planned but in reality, we might be confronted with exceptions, regardless of how well we prepared. Join Nick as he shares some ideas on how to smooth out the bumps and break through these situations and reach a higher level of comfort and success.</p>
	Advanced Strategies & Techniques	<p>Sean Coyle The BAT of Prospecting – Is Your Success Triangle Equilateral? In 2017, leveraging a technology partnership with ConnectAndSell, Sandler Training’s Sean Coyle conducted in excess of 6,500 first time prospecting conversations via the telephone with C-Level executives. That compares to roughly 5,500 first-time conversations in the previous 16 years as a top Sandler franchisee. Many lessons were learned in the last 12 months and Sean will fold them into Sandler’s Success Triangle to help you and/or your team balance out prospecting effectiveness.</p>
5:00–6:00 PM	Networking & Cocktails	



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Morning Breakout Sessions

Friday, March 16, 2018

7:00 AM	Breakfast & Registration	
8:30–9:15 AM	Management Track	<p>Mike Jones Abdication Leadership Figure out what your BEST Leadership skills, traits, talents and abilities are and ABDICATE (Delegate) the rest. Mike Jones will show how you can get the best out of your team by doing what you do best and then surrounding yourself with the right people to do the rest.</p> <p>Clint Babcock How your lack of Delegation Skills is impacting the growth of your company Even though you may not have a lot of resources to delegate to, you can delegate. Join us for this interactive session in which we'll explore the signs of a poor delegator, the impact they have on the organization, and why one's need to be in control is causing them to be considered ineffective in their role.</p>
	Sales Track	<p>Lauren Valentine Breaking Through the Budget Barrier and Becoming a Money Magnet In Sandler Foundations, we learn to execute a proper budget step as part of our selling process. Yet, for many of us, this is where the sales call starts to go off track. Why is that? In this session, Lauren Valentine will explore the self-limiting money attitudes that hold us back and the key tactics & strategies to help break through the budget barrier and become a money magnet.</p>
	Advanced Strategies & Techniques	<p>Kevin Hallenbeck Negative Reversing Selling®: the Ultimate Truth Detector Learning proper use of the negative reverse (stripline) requires awareness, patience and lots of practice. Staying with the prospect as they move on the negative reverse clock is a lot like riding a swinging pendulum, and requires a deep understanding of most of the Sandler Rules. Misuse can be manipulative and can blow up a deal quickly. Come learn how to have the right mindset and how to identify key moments in a sales call to find the truth and close more sales!</p>
9:15–9:30 AM	BREAK	
9:30–10:15 AM	Management Track	<p>Hamish Knox / Haley Ayraud Accountability: A One Act Improvised Play Accountability is the most frustrating component of our role as a manager and yet it is the most critical for success. We don't want to come off as 'big brother' and yet we need our people to perform. If you lead a team and are looking for answers, then you definitely want to attend this one-of-a-kind talk. The worries and concerns related to accountability you have been afraid to ask about, will be explored in this highly-interactive talk brought to you by two electrifying speakers, Hamish Knox of Sandler Training in Calgary and Haley Ayraud of Sandler Training in Boston, MA, who will dispel myths and urban legends of the accountability traps while also empowering you with tools you need to succeed. Break a leg, as they say!</p>



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	Sales Track	<p>Bartek Posmyk Prospecting Motivators: 3 Tips for Leaving Your Competition Behind In this session, you will see how these challenges can build your motivation. We will show you how to perceive client conversations to scan for new possibilities, instead of going for the routine exchange. You will be able to use 3 mechanisms that will make your questioning technique feel fresh to you and engage you to act more boldly. In fact, it might enable you to accept all the Herculean challenges above. Come and test it for yourself.</p>
	Advanced Strategies & Techniques	<p>Mike Crandall How to Understand Motivation and Use it to Shorten Sales Cycles If every sale is faster and bigger than you would like, DO NOT attend this session. However, if you have been frustrated by long, slow sales cycles, you would want to attend. Most people never truly understand why their companies (or their) sales cycles are as long or slow as they are. In this session we will take a journey into the Subconscious Psychology of Internal Motivation to learn why things go slower or take longer than we would like. And then we will learn how to use things inside ourselves and others to shorten sales cycles.</p>
10:15–10:30 AM	BREAK	
10:30–11:15 AM	Management Track	<p>Pete Oliver Stretching Your Team’s Comfort Zone Bubble A primary responsibility of every leader and manager is to expand his or her team’s comfort zones to create “new norms” and new results. If we all aren’t changing, we aren’t growing. We’ll look at specific strategies and tactics to help our leaders stretch the comfort zone bubble of their people and avoid any unwanted “pop”.</p>
	Sales Track	<p>Tim Goering Breaking Through Conflict Barriers with Sandler Tools and Transactional Analysis Drama and conflict are a part of human interaction. Most conflicts can be avoided or resolved. Here we will share some ideas of how to do just that.</p>
	Advanced Strategies & Techniques	<p>Bob Barber Applying Transactional Analysis to the Real World In this advanced session on Transactional Analysis, Bob will provide tools and insights on using TA principles to gain clarity in your everyday interactions.</p>



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11:15–11:30AM	BREAK	
11:30–12:15 PM	Management Track	<p><i>John Rosso</i> The Heart of Tactical Coaching; Pre-Call Planning and Post-Call Debriefing Only 2% of sales people have a clearly defined objective for the call. 97% of sales people in one study believed they ran an above average sales call. Come to this session and learn the methodologies to take your coaching skills to the next level and become a resource to help your people overachieve what they thought possible.</p>
	Sales Track	<p><i>Karl Schaphorst</i> Motivation from Within At Sandler, we train and edify sales managers to motivate, encourage, inspire their sales teams not with fear or pleasure, but rather with purpose and vision. In this seminar, we will discuss technically, scientifically and philosophically motivation within the individual and how one can deliberately pursue and develop the motivation needed to be high performance and thus achieve breakthrough to success.</p>
	Advanced Strategies & Techniques	<p><i>Lisa Von Massow</i> You Are What You Listen To Many of us are so busy training others that we struggle to find time to focus on our own professional development, especially when we most need it, but the solution is right at our fingertips. Lisa will share how Sandler Online became her own professional development and coaching tool, unrestricted by any date or time zone. Lisa will share with you some of her best lessons learned from Sandler Online as well as some of her favorite drive and run-time listening.</p>
12:15–1:45 PM	LUNCH	



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General Sessions

Friday, March 16, 2018

1:45 – 2:30 PM	<p>Jody Williamson The Dangers of Success In this session, Jody Williamson will discuss some of the challenges success can bring. Touching on comfort zones and the psychology of success, he will cover some of the key strategies to not get in the success trap.</p>
2:30 – 2:45 PM	BREAK
2:45 – 3:30 PM	<p>Karl Scheible Sandler Client Breakthrough Stories There are methods or individual circumstances that could serve to inspire someone to make the tough changes and change their behaviors. Karl will suggest one simple, easy to use, low pressure strategy that will enable the attendees to take action and break through.</p>
3:30 – 4:00 PM	<p>Wrap Up – David Mattson</p>

CONFERENCE SECURITY

The Rosen Centre and/or Sandler Systems, Inc. is not responsible for the security of your personal items or any loss you may incur. If you have electronic or other equipment or valuables, be sure to keep track of your property and make sure you have the appropriate insurance coverage in case of loss.

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