





# Rev Up Your Sales

THE EVENT for Sales Professionals

Thursday, May 13  
Embassy Suites, Bellevue

*Sponsored By:*



# Program Line-Up

7:40 a.m. - Keynote Address  
Regency Room



**Common Things  
Uncommon Ways**  
Sunny Kobe Cook  
Author, Speaker, Award-winning  
Entrepreneur

BREAK - 8:10 a.m.

8:25 a.m. - Concurrent Session #1

Diplomat Room

**Prospecting -  
The Blitz Experience**

*Designed for Sales Managers, the Blitz Experience offers the perfect sales tool to help launch a product, enter a new market, promote an event or simply maintain consistent sales growth.*



Andrea Sittig-Rolf



Ambassador Room

**Powerful Sales Presentations**

*Learn how to apply the powerful science of your words to every sales presentation. Master communicating accurately and listening respectfully.*

Marian York

BREAK - 8:55 a.m.

9:10 a.m. - Concurrent Session #2



Diplomat Room

**Beyond Blasting**

*Effectively utilize one of the world's most powerful communication tools—e-mail—to deliver tailored messaging to your customers.*

Michael Daves

Ambassador Room

**Get On the Brand Wagon - Creating a  
Brand Road Map for Your Business**

*Get the tools you need to develop your brand and plan for success.*



Eben Greene

BREAK - 9:40 a.m.

9:55 a.m. - Concurrent Session #3



Diplomat Room

**Negotiating From a Position of Power**  
*Avoid common mistakes made during negotiations. Learn how to position yourself to yield the best results and find a win-win solution.*

Julien Recoussine

Ambassador Room

**Reaching the Decision-Maker**

*In this session, you will learn the top three ways to reach the decision-maker and 21 ideas that will help "jumpstart" your sales now!*



Lori Richardson

BREAK - 10:25 a.m.

10:40 a.m. - Keynote Address  
Regency Room



**The Seven Deadly Sins of Selling**  
Jack Voykin, Managing Partner  
Power Marketing International

ADJOURN - 11:30 a.m.



# Sunny Kobe Cook

Author, Speaker, Award-Winning Entrepreneur

## Common Things Uncommon Ways

Award-winning entrepreneur, Sleep Country USA founder and Northwest icon shares inexpensive, practical, and proven techniques that will motivate everyone with whom you work: paid staff, volunteers, even those not on YOUR payroll. If you could benefit from improved relationships with your co-workers, staff and vendors—don't miss Sunny's words of wisdom! Her entertaining style will energize you; her ideas will inspire you!

## About Sunny

**Sunny Kobe Cook** began her career as a secretary and gained popularity with the company she founded in 1991, Sleep Country USA. She served both as CEO and company spokesperson in both radio and television advertisements for many years. During that time, she was named *Inc. Magazine's Northwest Woman Entrepreneur of the Year* along with numerous other business and corporate good citizen awards. She was featured on the cover of *Washington CEO* magazine when her company was the first retailer ever to be recognized as "Best Place to Work."

Selling her 28-store chain in February 2000 gave her the opportunity to realize a lifelong dream. Sunny's first book, "**Common Things Uncommon Ways**" is now available in stores everywhere. In these pages and through the many speeches she makes, she shares proven ways to improve any business through employee recognition and motivation.

Sunny lives in Seattle with her husband, John Murphy, author of "**Success Without a College Degree**". They currently co-host a television talk show by the same title, which can be seen every Wednesday at 6:00pm on a local PBS channel.

Contact Sunny  
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# Jack Voykin

Managing Partner, Power Marketing International

## The Seven Deadly Sins of Selling

Business success in today's new world economy is riddled with challenges from globalization, rapid technology advancement, a highly volatile financial landscape and sales people having to do more with less. The ability to accurately predict revenue results, while ensuring profitability is keeping many executives awake at night. Based on our research and anecdotal evidence, today's sales people are continuously committing the same common mistakes in the world of sales. Come to the Power Marketing session and learn how to avoid *The Seven Deadly Sins in Selling*.

## About Jack

Jack has spent the last two years as Managing Partner with Power Marketing International, a sales training, coaching, consulting and software services company based in Vancouver, B.C. Canada. Jack brings more than 20 years of relationship management and business development experience in the financial services sector to the podium when he speaks on selling and the sales process.

He has a unique understanding of what is required to build and maintain strong working relationships with individuals and corporations in this very competitive marketplace. Jack has the ability to relate his success in building a strong network of senior contacts in the corporate world to those working on developing theirs. He believes that developing the trust and confidence of an individual is the most important attribute to have in consultative selling and business development.

### Contact Jack

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# Andrea Sittig-Rolf

**Blitz Master & CEO, Sittig Northwest, Inc.**

## Prospecting - The Blitz Experience

Is your sales team making all the calls you want them to? Would you like to have your sales people motivated and excited to make outbound prospecting calls on a regular basis? Wouldn't it be great to achieve tremendous results in just one day? The Sittig Northwest results-oriented, activity-based sales training Blitz-Programs offer fun, productive, and measurable tactics to drive your sales team to consistent, proactive selling behavior.

## About Andrea

Andrea Sittig-Rolf, a.k.a. Blitz Master, founded Sittig Northwest, Inc. in May of 2002 after 12 years of sales and sales management experience.

Before starting Sittig Northwest, Inc. she held various sales-related positions, such as Senior Account Executive at Voice-Tel, Account Manager at Lucent Technologies, Inc. and Regional Sales Manager at ACS Dataline. Andrea served as Vice President of Programs for Sales & Marketing Executives International Seattle Chapter, for two years. She also founded The Alliance, a group of sales professionals who offered a B to B "one-stop-shopping" service for their shared clients.

Andrea is a Seattle-based entrepreneur, public speaker and author who specializes in teaching and facilitating effective Prospecting Blitz, Lead Generation and Team Building Programs for sales managers who wish to increase new business opportunities through fun and structured sales programs.

Andrea holds a B.A. in Psychology from Southwest Texas State University.

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# Marian York

Trainer, WORDpower Institute NW

## Powerful Sales Presentations

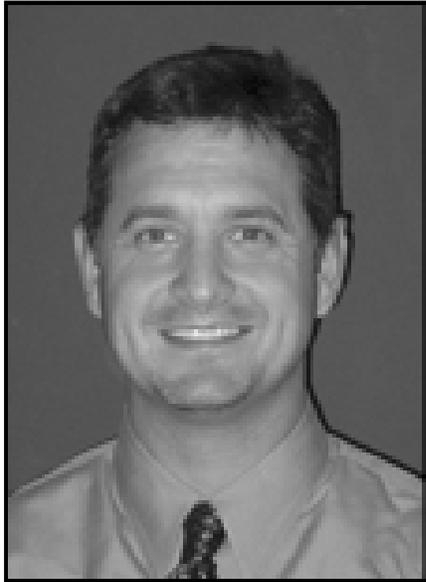
Your words are your ambassador; they open or shut doors. Words also mean different things to different people. Effective communication that bridges those differences with respect is the key to building customer loyalty and a successful business. In this highly charged and informative program, WORDpower™ Speaker and Trainer Marian York teaches you how to apply the powerful *science of your words* to every sales presentation; how to communicate accurately and listen respectfully.

## About Marian

A dynamic speaker and trainer, Marian York is a communications specialist who teaches the *science* of words. Creator of Proactive WORDpower™, Marian has been a successful entrepreneur for over twenty years. Her clients include SAFECO, Nestle' USA, Avery Dennison, COSTCO, Associated General Contractors, Windermere Real Estate, Boeing and Executive Women International.

Author of "The Loving Dictionary," Marian has danced with Fred Astaire, been interviewed by Barbara Walters, and has been a guest at the White House.

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# Michael Daves

**Regional Manager, ExactTarget**

## **Beyond Blasting**

You've heard the age-old saying: Knowing your clients leads to stronger relationships, and stronger relationships lead to higher ROI.

Perhaps your organization has taken these words to heart and is already using a CRM database to capture important data regarding sales, customer service, and customer interaction. In a sense, you know everything about each of your customers.

The challenge lies not within capturing this information, but rather in utilizing it. How do you deliver a message to each customer that reflects this knowledge? How do you fully leverage your database to cross-market, drive one-to-one relationships, and increase ROI?

**Email is the answer.**

## **About Michael**

Mike Daves is a Chamber of Commerce member, Director for the Seattle Chapter of the American Marketing Association and a director for the Seattle Direct Marketers Association. He is actively involved in the WSA and the Regional Manager for ExactTarget a permission based e-mail marketing software company headquartered in Indianapolis. He is originally from Columbia, SC and received his BS from Brigham Young University. Prior to joining ExactTarget he was the VP of Business Development for ILEKA Interactive, a start-up e-mail marketing agency. Mike has 11 years of software sales experience for technology leaders such as OpenText and Upshot. Clients include Sabre, Home Depot, F5 Networks, Phillips Medical, Mellon Financial, Honeywell, and others.

### **Contact Michael**

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# Julien Recoussine

**Founder, Cormorant Consulting Group**

## **Negotiating From a Position of Power**

Why is it better to ask for more when you negotiate? Often, it is tempting to open with an aggressive offer to entice the other party into negotiations. But there is a downside - you are now negotiating from a position of weakness. Asking for more up front requires knowledge of some techniques to avoid scaring off the other party, but ultimately will bear higher rewards. This section will focus on how to open high and walk away a winner. In this session, you will learn techniques for:

- Discovering the Best Realistic Position available
- Rolling out the opening offer
- Inviting the other participant to negotiate through implied flexibility
- Elevating the perceived value of your offer
- Avoiding the impasse
- Making a win/win solution

## **About Julien**

Julien Recoussine is the founder of Cormorant Consulting Group, Inc., an association of expert consultants who share a passion for simple, effective solutions and superior customer service. Educated on the east coast and in Europe, he moved to the Northwest in 1995, and has been working with local and national companies since.

Julien has worked with sales executives and CEOs on effective sales presentations, negotiation, and public speaking for the past five years, and has over ten years of experience in sales and sales training.

### **Contact Julien**

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# Eben Greene

Principal, Eben Design

## Get On the Brand Wagon - Creating a Brand Road Map for Your Business

Need to take your business to the next level? Get the tools you need to develop your brand and plan for success. This inspirational presentation by Eben Tobias Greene puts you in the driver's seat with Brand Powered Marketing, an effective and integrated strategy developed by Eben Design, Inc. In this session:

- Look under the hood of your company's brand and marketing efforts. How effective are they?
- Are you having engine trouble? Rev up the engine with new helpful hints and branding strategies.
- Create a brand road map for successful branding. Where are you going? How can you get there?

This will be a fun, colorful and interactive presentation that will improve your branding and marketing efforts.

## About Eben

Eben Tobias Greene has over 18 years of experience as a brand and marketing specialist. As the principal of Eben Design, Inc., a top Seattle design firm, Eben and his team help companies succeed with award-winning designs for marketing. Eben's creative agency offers its distinctive Brand Powered Marketing services to clients such as: The Washington State Ferries, AT&T Wireless, Emerald Queen Casino, Graham & Dunn, Brooks Sports, and the Bellevue Chamber of Commerce.

Eben brings a fresh perspective and a wealth of professional experience to the subject of branding for effective marketing. His unique design solutions communicate the vision, voice and values that embody a true lasting corporate brand. Eben is an energetic entrepreneur who started out in design while earning a degree at the Evergreen State College.

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# Lori Richardson

**Senior Partner, Power Marketing International**  
**Principal, Smile & Dial Revenue Generation Services**

## Reaching the Decision Maker

You have a great product or service. You even have a fantastic value proposition. Now how do you get in front of that decision maker?

In this session, we'll review the three top ways to do this, and 21 ideas that will help "jumpstart" your sales now! Leave this session with more new ideas as well as a great review of the basics that as sales professionals we often overlook. Attendees will get a workbook and see some of the latest statistics on selling.

## About Lori

Lori brings a diverse, 22-year background in successful executive selling and managing, as well as training and coaching hundreds of sales professionals. Through her work with CCBN, SBC Communications, Siemens, and other technology and financial corporations, she has developed and managed high-performing sales teams. Lori's selling career has included negotiating and overseeing multimillion dollar contracts with companies like Boeing and Washington Mutual, and she has received awards from clients for excellent customer service. As a faculty member of the CoachVille virtual Schools of CoachVille, she leads teleclasses on business coaching within the Small Business Coaching School. Lori has lived and worked on both coasts in the U.S. At technology company CCBN, she created and ran both an inside sales team as well as a corporate university focused on attaining business goals. Her skills include advanced communication, revenue generation strategy, and facilitation - her passion is to help organizations improve through predictable, straightforward sales process. Lori has been a certified Franklin-Covey facilitator, a member of ASTD, National Speakers Association, ICF, IAC, WSA, Forum for Women Entrepreneurs, and the Bellevue Chamber of Commerce.

### Contact Lori

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# Rev Up Your Sales

## Display Tables

- AFLAC
- Avidian Technologies
- Care Medical Associates
- Cascade Bank
- Celebration Gift Baskets
- Cingular
- Coca-Cola Bottling Company
- Columbia Bank
- Costco Wholesale
- Eastside Commercial Bank
- Eben Design
- Elite Chiropratic
- Entellium
- Explore Consulting
- HQ Global Workplaces
- Hyatt Regency Bellevue
- Jafra Cosmetics
- MCM - A Meisenbach Company
- Mura Group
- New Horizons Computer Learning Center
- Office Depot
- Pharmanex
- PowerMarketing Intl
- Pre-Paid Legal
- Prompt Business Solutions
- Schwartz Brothers / Gretchens Shoebox Express
- Seattle Thunderbirds
- Sittig Northwest
- Sprint PCS
- Staples
- Sunrider International
- Swedish Home Care
- University of Phoenix
- Waddell & Reed
- WSI - Internet Consultant



