

2005 Sales & Marketing Leadership Conference



Stephen M. R. Covey

Business at the Speed of Trust

[Schedule](#)

[Speakers](#)

[Registration](#)

[Host Hotel & Location
Details](#)

[Exhibits](#)

[Sponsors](#)

[Conference Home](#)

Stephen M. R. Covey is the former CEO of Covey Leadership Center, which under his tenure became the largest executive development firm in the world. A Harvard MBA, he joined Covey Leadership Center as a client developer and quickly became national sales manager and then President and CEO. Covey has recently co-founded his own boutique consultancy—CoveyLink—and is recognized as one of the world's leading authorities on creating high-trust, high-performance organizations. Covey will present "Business at the Speed of Trust".



Andrea Sittig-Rolf

Business-to-Business Prospecting

Innovative Techniques to Get Your Foot in the Door with Any Prospect.

Leveraging existing customers to build new business. Marketing your successes to bring on even more success. You will learn:

- How to write compelling case studies based on your best customers to entice new prospects using an exact, proven formula.
- How to use your case studies in your marketing materials, mailers, and on your website.
- How to leverage your case studies to get your foot in the door with new prospects.
- How to use your case studies as a tool to overcome objections in the selling process.
- How to create a case studies portfolio based on key factors important to prospects when making buying decisions.

Creating your Ideal Client Profile. Cleaning up the sales pipeline and focusing on real opportunities. You will learn:

- Why it's important to create an Ideal Client Profile.
- How to create your Ideal Client Profile.
- How and why to involve your customers when creating your Ideal Client Profile.
- How to clean up the sales pipeline and begin focusing on real opportunities.

- How and why to use your Ideal Client Profile when networking for referrals.

Networking. Giving first to create amazing results. You will learn:

- The difference between a lead, a referral, and a personal introduction.
- Why giving first creates better leads than asking for referrals.
- The best way to give quality leads to your networking partners and colleagues.
- How to use your Ideal Client Profile to generate qualified leads.
- How to use your networking partner's Ideal Client Profile to give quality leads and referrals.
- How to do a *Mutual Endorsement Mailer*.



Colleen Francis

Selling Innovation™: Imperatives for Consistently Flawless Sales Results

Being a successful sales person today means first letting go of a lot of those old, faithful, "tried and true" ideas that used to work, but now only get between you, and making the sale. Overly aggressive or persistent cold calling, too-polished power points and corporate brochures, and insincere closing tricks and tactics are both out of date and – nine times out of ten – unsuccessful. Instead, today's savvy buyers are looking to develop trusted, long-term relationships with their suppliers, by demanding a new approach to sales that opens the lines of communication, builds trust and loyalty, ensures consistent success and answers that all-important question: How much fun are you to buy from? With Selling Innovation™, Colleen demonstrates The 7 Sales Imperatives for enhancing sales performance, and The 3 Key Behaviors that lead to consistently flawless sales results: The strategies and tactics presented will ensure that you can sell more, in less time at a higher profit.

Inspiring Results

- Increase profitability by discounting 80% less often;
- Reduce sales cycles by up to 30%;
- Increase your average order size by up to 50%;
- Use the fine line between persistence and stalking to achieve an instant 80% increase in call-back ratios.
- Use your "uncomfort-zone" to build sales success



Sue Hershkowitz-Coore, CSP

Communication Skills for Sales Success

Riddle: What's more important than prospecting, more effective than word of mouth referrals, and without it, nothing happens? Answer: Powerful, persuasive, profitable communications skills. This high energy session

will get you pumped and primed to use fresh, new tools to communicate - and sell - more strategically and more smartly than ever before. Learn how you can professionally communicate with even the most negative/obnoxious customer. Discover how you can create stronger loyalty and more satisfied clients. Attend this closing session to learn how to get the results, respect and recognition you deserve. Now is the time and this is the place to enhance your sales success.



Joe Benites

Tapping the Billion Dollar Hispanic Market

With more than 25 years of experience at the retail and manufacturers level, Joe Benites brings a unique perspective to supermarket sales, promotions and marketing. As a former national sales manager of Nabisco-Gamesa, assistant to Adolph Coors Brewery CEO, Joe Coors, partner in MAYA Distributors, a Coors beer distributorship in Los Angeles, and Executive Vice President of Pacific Star Corporation (Cuetera Cookies from Spain), Joe knows what it takes to take products to market and move them off the shelves.

Recognizing his knowledge of the food industry and Hispanic consumers, the Mexican American Grocers Association (MAGA) appointed Joe its Executive Director, where he increased its members influence in the California food industry. Currently, as President of The Benites Group, Inc., a sales and promotion based marketing and consulting agency impacting the national Hispanic market, and founder of Action Demos, the nation's largest Hispanic- owned and managed in-store-demo, merchandising and management company, Joe has designed and executed sales and promotion programs for manufacturers such as Schering-Plough Healthcare (Dr. Scholls), Nestle Nesquik, Disney, Univision, Pfizer, Avandia, Tampico, Bush's Beans< Johnson & Johnson (McNeil) and many more that have generated incremental sales as well as increased market share in the Growing Hispanic market.

Programs developed by The Benites Group, Inc. have three common ingredients: they are designed to create sales via direct personal contact with consumers, are measurable, and add to Brand building.



Dave Kahle

Dave is a high-energy, high-content speaker, with a special gift for engaging his audiences and stimulating people to think. A world-class speaker, he has presented in 42 states and six countries, bringing a wealth of practical information to his clients.

Dave has honed his message through real life experience. The number one salesperson nationwide for two different companies in two distinct industries, he took a new territory to over \$5,000,000 in five short years,

becoming the national sales leader. As the general manager of a start-up company, he directed the company's growth from \$10,000 in monthly sales to over \$200,000 in just 38 months.

Since 1988, he has served as president of the DaCo Corporation, a sales consulting and sales training firm. Dave has trained thousands of salespeople, and has authored five books, 32 multimedia programs, and has been published over 500 times. His credits include: How to Excel at Distributor Sales, The Six-Hat Salesperson (AMACOM) which has been translated into four languages and is sold in more than 20 countries, and his latest book 10 Secrets of Time Management for Salespeople (Career Press). He writes a monthly sales column, and presents a monthly telephone seminar that is broadcast into conference rooms in three countries. Dave serves on the editorial advisory panel of The Competitive Edge and is a contributing editor to Sales & Marketing Excellence.

He holds a Bachelor of Arts degree from the University of Toledo, and a Master's degree from Bowling Green State University. He and his wife live in Grand Rapids, MI, where he is a father, a step-father, an adoptive father, a foster father, and a grandfather. Dave is a member of the Author's Guild, Sales and Marketing Executives International, the Christian Businessmen's Committee, and the Association for Training and Development.



Tom Schurr, Sr.

Tom began his radio career in Cincinnati Ohio in 1982 with Taft Broadcasting. He has since managed stations in Buffalo, Milwaukee, Sacramento, Louisville, Houston, Dallas and Nashville. He graduated from Xavier University in Cincinnati in 1980 with BSBA degree in Economics and Marketing, and received an MBA in Finance and Management from Xavier University in 1981.

Recently, Tom was named Senior Vice President, Clear Channel Radio, South East Region with responsibility for 130 stations in 27 markets throughout Florida, Louisiana, Alabama, Mississippi and Georgia. Prior to that, he served as Regional Vice President, Clear Channel Radio-Nashville, and was Regional Vice President Clear Channel Radio-Dallas.

Married 23 years to Elizabeth Schurr. Have 4 children; Kate, age 21, Christine, age 19, Tom, age 17 and Mike, age 15. He resides with his family in Dallas.