

# The Future of Sales Intelligence

March 19 – 20, 2024 | Orlando World Center Marriott



## AGENDA: Tuesday, March 19

8:30 AM – 9:00 AM EDT

### Welcome & Kickoff



**Mike Montague**  
Head of Strategy and Support, Franchise,  
Sandler



**Emily Reggia**  
Director of Marketing, Enterprise,  
Sandler



**Jeremy Thomson**  
Sandler United Kingdom

9:00 AM – 9:45 AM EDT

### The Future of Sales Intelligence



**Dave Mattson** | President/CEO, Sandler

9:45 AM – 10:30 AM EDT

### CIA Tradecraft to Transform Your Sales and Negotiations



**Michele Rigby Assad** | Ex-CIA Intelligence Officer in the Middle East, Author of Breaking Cover

11:00 AM – 11:45 AM EDT

### The Intelligent Salesperson



**Dr. Eli Jones** | Professor of Marketing at Texas A&M University

11:45 AM – 12:30 PM EDT

### Which Sandler Rules Do You Live By and Why?



**Berkeley Harris** | Trainer, United Kingdom Sandler

#### GROW YOURSELF

TRACK 1

2:00 PM – 2:30 PM EDT

### Pain Full



**Sean Coyle**  
Pittsburgh, Pennsylvania  
Sandler by Peak Performance Management, Inc.

2:35 PM – 3:00 PM EDT

### Theory vs. Reality—When Things Don't Go as Planned



**Emily Yepes**  
Charleston, South Carolina  
Sandler by Peak Performance Partners

3:30 PM – 3:55 PM EDT

### Triggers, Talk Tracks and Transitions



**Calvin Thomas**  
Morristown, New Jersey  
Sandler by Tailwind

4:00 PM – 4:30 PM EDT

### From Inner Conflict to Outer Success



**Dragan Vojvodic**  
Sandler Serbia

#### GROW YOUR TEAM

TRACK 2

### Coaching Excellence: Are You the G.O.A.T.?



**Suzette Patterson**  
Frisco, Texas  
Sandler by STAR-Performance

### From Top Producer to Manager: How did I get here?



**Jim Marshall**  
Tampa, Florida  
Sandler

### Cracking the Code: 5 secrets to deliver an impactful training program



**Cristie Rozell**  
Global Sales Enablement Manager, The Weir Group

### Hire Your Future Salesperson Now



**Jody Williamson**  
Chicago & Northbrook, Illinois  
Sandler by Keystone Business Development

#### GROW YOUR BUSINESS

TRACK 3

### Simplify Selling with Technology & AI



**Jordan Ledwein**  
Charlotte, North Carolina  
Sandler by i10 Solutions

### Intentionally Designing a Sales Culture



**Hamish Knox**  
Sandler Calgary

### 4 Elements of a Foolproof Automatic Lead Machine



**Teresa Prieto**  
Sandler Colombia

### Using AI to Fine Tune What Needs to Be Trained



**Karl Schaphorst**  
Nebraska & Iowa  
Sandler

4:30 PM – 6:00 PM EDT

### Networking Reception



## AGENDA: Wednesday, March 20

### GROW YOURSELF

TRACK 1

9:00 AM – 9:40 AM EDT

#### Perception is Reality: The Looking-Glass Self



**Kaysi Curtin**  
Fresno, California  
Sandler by K Curtin Consulting, Inc.

9:45 AM – 10:15 AM EDT

#### Sales Process Over Natural Talent



**Ken Guest**  
Ohio & Florida  
Sandler by the Ruby Group

10:45 AM – 11:15 AM EDT

#### Courage in Execution



**James Alberson**  
Seattle, Washington  
Sandler by Top Tier Training and Development

11:20 AM – 12:00 PM EDT

#### Mastering ROI: Creating Compelling Business Cases



**John Rosso**  
Charleston, South Carolina  
Sandler by Peak Performance Partners

### GROW YOUR TEAM

TRACK 2

#### Acres of Diamonds, Using the Pareto Principle to Transform Your Sales



**Matt Nettleton**  
Indianapolis, Indiana  
Sandler by DTB Training

#### 3 Ways to Get the Most Out of Your Team



**Haley Haggerty**  
Boston, Massachusetts  
Sandler by Next Level, Inc.

#### Why Technology Will Kill Your Sales



**Brian Kavicky**  
Indianapolis, Indiana  
Sandler by Lushin Inc.

#### How to Lead the Human Side of Sales Intelligence



**Mike Crandall**  
Oklahoma City, Oklahoma  
Sandler by Custom Growth Solutions

### GROW YOUR BUSINESS

TRACK 3

#### The People Paradox: Counter-Intuitive Strategies for a High-Performance Culture



**Mike Montague**  
Head of Strategy and Support, Franchise Sandler

#### Changing the Channel



**Dave Davies**  
Trainer, United Kingdom  
Sandler

#### Steal the Playbook on Account Based Marketing Strategies for any Size Organization



**Kerri Martinek**  
Head of Global Brand & Marketing, Sandler

#### Marketing Intelligence, Artificial Intelligence vs. Sales Intelligence



**Jeff Borovitz**  
San Francisco, California  
Sandler

1:30 PM – 2:15 PM EDT

#### NEW! Email Tips that WORK!



**Jay Schwedelson** | President & CEO of Outcome Media, Founder of SubjectLine.com

2:15 PM – 3:00 PM EDT

#### Pipeline Mastery: Leveraging the 4P's to Drive Revenue



**Alana Nicol** | Southfield, Michigan  
Sandler by Gerry Weinberg & Associates

3:15 PM – 4:00 PM EDT

#### Service is a Superpower



**Louie Gravance** | Former Walt Disney Company Trainer  
Author of Service is a Superpower

4:00 PM – 4:30 PM EDT

#### Wrap Up



**Mike Montague**  
Head of Strategy and Support, Franchise, Sandler



**Emily Reggia**  
Director of Marketing, Enterprise, Sandler



**Jeremy Thomson**  
Sandler United Kingdom