

SEPTEMBER 17-19 • SHERATON CHICAGO O'HARE AIRPORT HOTEL • CHICAGO, IL

2018 FPSA SALES CONFERENCE

MONDAY

SEPTEMBER 17

4:00pm 6:00pm Registration
6:00pm 7:00pm Welcome Reception

Dinner On Own

TUESDAY

SEPTEMBER 18

7:30am 2:00pm Registration

8:00am 9:00am Networking Breakfast
9:15am 9:30am Opening Remarks FPSA

9:30am 11:30am **Jeff Bloomfield, CEO, Braintrust**
Sales Isn't Rocket Science. It's Neuroscience.

How do you earn the right to “solve the customer’s problem” when they don’t view you any differently than your competitors? Unfortunately, 86% of B2B buyers say they see “no real difference between suppliers.” Messages focused on product features and functions barely resonate. Companies and sales professionals that connect with buyers on an emotional level see twice the impact of those still trying to sell based on features and function, and the most “connected” suppliers enjoy 31% greater revenue growth. 60% of buyers who feel a “high connection” are more likely to purchase, even at a higher price, from those brands versus competitors.

To look different, you need to sound different. You need to change the way you communicate in order to change the way your customers view you!

11:45am 1:00pm Networking Lunch

1:15pm 2:30pm **Mark Hunter, CSP, “The Sales Hunter”**

High-Profit Prospecting: Breakthrough Results Require Breakthrough Strategies!

Too many salespeople chase after opportunities that have little value to either the customer or their own company. Salespeople must realize their most valuable asset is their own time and it starts with being able to understand quickly where and who the best opportunities are for them to pursue. The goal of a salesperson needs to be to not have more prospects but to have fewer prospects they can spend more time with. Sales is about helping customers see and achieve what they didn't think was possible and this is best achieved in the prospecting phase not in the contract negotiation phase. In this session, learn how to assess what you've been doing and take away strategies that you can use immediately. For nearly 20 years Mark worked for General Foods (Kraft Heinz) and ConAgra in sales/marketing/operations.

2:45pm 3:00pm Break

3:15pm 4:30pm

Matt Heinz, President & Founder, Heinz Marketing
Content That Converts: A Proven, Profitable & Scalable Approach"

Content and technology has replaced media as the primary means by which leading B2B marketers drive awareness, interest and inbound qualified leads for their sales teams. Learn how these programs are run with best practices for strategy, planning, content creation, amplification, conversion and more.

4:45pm 5:45pm

Networking Reception

5:00pm 5:45pm

Speed Networking Session (optional) hosted by FPSA's Young Professionals Group
Grow your network in a fraction of the time!

6:00pm 7:30pm

Speaker Networking Dinners (optional – space limited to 36 participants)
Join Kelly Riggs, Matt Heinz or Mark Hunter for a relaxed dinner discussion and gain further insight into their areas of expertise.

WEDNESDAY
SEPTEMBER 19

7:30am 9:00am

Registration

7:30am 8:30am

Networking Breakfast

8:45am 9:00am

Opening Remarks

9:00am 12:00pm

Kelly Riggs, Founder & President, Chief Sales Officer, The Business LockerRoom
Winning Business in the Modern Sales Environment

In this interactive workshop, you will learn invaluable strategies from a 30-year sales veteran and the author of "Quit Whining and Start SELLING!" Learn why only 7% of salespeople are consistently successful and what average salespeople MUST do to change their sales results. Discover why traditional sales approaches actually push prospects away. Learn why average salespeople typically sell on price and learn how you can avoid the "commodity trap." Discover the power of your company's competitive advantages and how to exploit them. And, learn how to change the way you manage clients to improve service and contact frequency, and dramatically increase revenue.