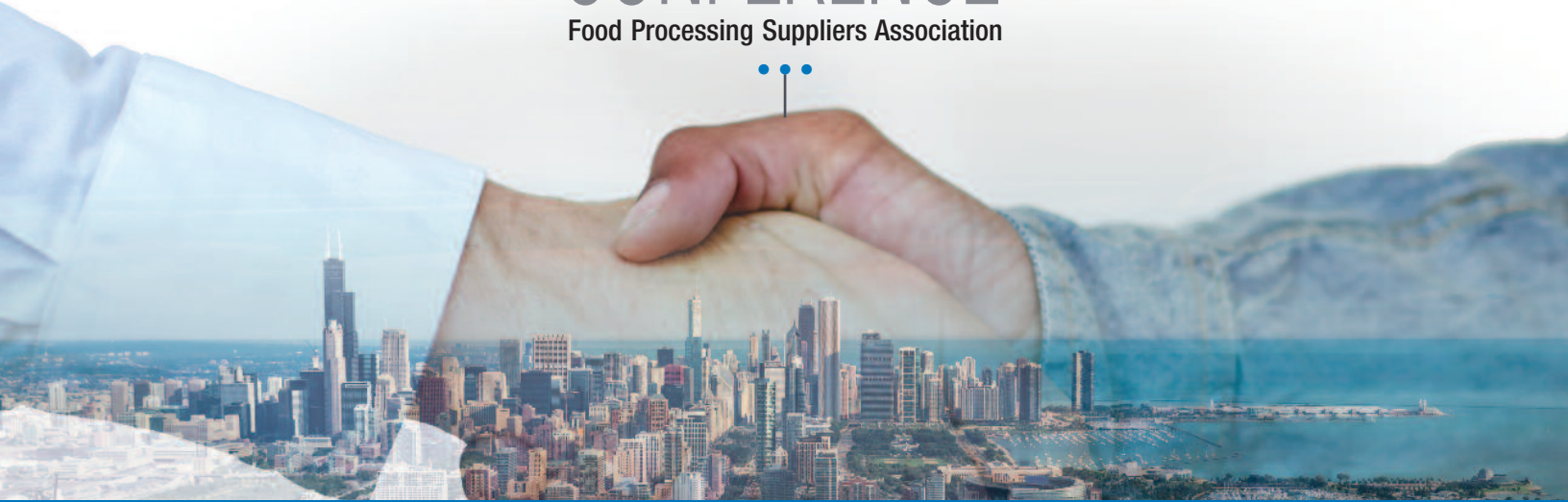


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2018 **FPSA SALES** CONFERENCE

Food Processing Suppliers Association



Make plans now to attend the FPSA conference focused on sales in the food & beverage processing and packaging industry.

JOIN YOUR COLLEAGUES FOR TWO DAYS OF EDUCATION AND NETWORKING.

Two days devoted to best practices in the modern sales environment, with a program tailored to those most involved in your business development process. This event provides managers, directors and VP's of sales and sales operations as well as C-level with strategies and insight that help to accelerate sales growth and improve sales performance and results. You will learn from an expert community comprised of top sales and marketing subject matter experts.

Network with other executives in sales, marketing, and sales operations. Build your network. Learn new best practices. Ensure your sales team performs at peak levels in 2018 and beyond!

SCHEDULE OF EVENTS

MONDAY, SEPTEMBER 17TH

4:00pm - 6:00pm **Registration**

6:00pm - 7:00pm **Welcome Reception**

TUESDAY, SEPTEMBER 18TH

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!

11:45pm - 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 - register online)**

Join Jeff Bloomfield, Kelly Riggs, Matt Heinz or Mark Hunter for a relaxed dinner discussion & gain further insight into their areas of expertise.

WEDNESDAY, SEPTEMBER 19TH

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.



Registration and Hotel Accommodations can be made at: www.fpsa.org/fall-sales-conference/

SPEAKERS:

Jeff Bloomfield

CEO, Braintrust & Author, Story Based Selling

Sales Isn't Rocket Science. It's Neuroscience.

Jeff Bloomfield has the unique ability to help you change the engine on your John Deere tractor and explain the intricate details of neuroscience and neurobiology while he's doing it!

To explain further, Jeff grew up on a 100-acre farm in North Central Ohio where his Papaw taught him the value of hard work, how to fix any problem with enough creativity and possibly a little duct tape, the platinum rule (treat others better than they expect to be treated) and that family matters more than anything else.

After being the first person in his blue-collar family to graduate from college, he spent his corporate career in Biotechnology where he led several product launches for genetic cancer therapies. One of those therapies was for brain cancer. It was here that Jeff discovered the power of neuroscience and the fact that no one he knew in corporate America truly understood how the brain worked, otherwise they wouldn't do sales and marketing the way it was currently being done.

From there, Jeff set out with a new mission, to teach others what he learned about the brain and how they can apply that information as professional communicators, particularly in leadership, sales, and marketing.

He has started and led two successful sales and marketing consulting and coaching companies, written multiple white papers, been featured in several industry-leading magazines and authored the Amazon best-selling business book, *Story Based Selling*.

But even now, as CEO of Braintrust, Jeff will tell you his most valuable lessons in life are still the ones he learned on the farm from his Papaw.

Jeff now spends the majority of his time speaking to organizations and conferences on the secrets of the buying brain and how to build and deliver compelling messaging that creates instant trust, clear contrast and an urgency to change. Regardless of whether you are in leadership, sales or marketing, Jeff's message will not only resonate, but will leave you with an entirely new set of tools in your communication arsenal.



Mark Hunter

CSP, "The Sales Hunter"

High-Profit Prospecting: Breakthrough Results Require Breakthrough Strategies!

Mark Hunter, CSP, "The Sales Hunter," is recognized as an expert in sales, leadership and profitability. He is author of "High-Profit Prospecting" and "High-Profit Selling: Win the Sale Without Compromising on Price."

Since 1998, Mark has conducted thousands of training programs and keynotes on leadership and sales. He is best known for his ability to motivate and move an organization through his high-energy presentations. He has received the Certified Speaking Professional (CSP) designation from the National Speakers Association, a designation given to a small percentage of NSA speakers.

Mark spent more than 18 years in the sales and marketing divisions of three Fortune 200 companies. During his career, he led many projects, including the creation of a new 200-member sales force responsible for volume in excess of \$700 million. Mark worked for General Foods (now Kraft Heinz) for 12 years and ConAgra for 6 years in a variety of roles from sales to marketing to operations.

His clients in the consumer packaged goods sector include: Heineken, Perdue Poultry, Dole Foods, Coca-Cola, Vilore Foods, Wrigley, Unilever, Dannon, Kellogg's, Godiva, Cadbury, and Sara Lee.

This level of experience is at the core of every program he delivers to thousands of people each year in the areas of sales, leadership, prospecting, negotiating and pricing. Clients appreciate his specific strategies that yield measurable outcomes.

Not only does Mark have expertise in sales, but also knows how to communicate it to others. This is seen by the 50+ speaking events he does each year throughout the U.S. and Canada and around the world. To find out more, visit Mark's site at www.TheSalesHunter.com.



SPEAKERS: [CONTINUED]

Matt Heinz

President & Founder, Heinz Marketing

Content That Converts: A Proven, Profitable & Scalable Approach

Prolific author and nationally recognized, award-winning blogger, Matt Heinz is President and Founder of Heinz Marketing with 20 years of marketing, business development and sales experience from a variety of organizations and industries. He is a dynamic speaker, memorable not only for his keen insight and humor, but his actionable and motivating takeaways.

Matt's career focuses on consistently delivering measurable results with greater sales, revenue growth, product success and customer loyalty. He has helped organizations such as Amazon, Seagate, Morgan Stanley, The Bill & Melinda Gates Foundation and many others create predictable, repeatable sales & marketing engines to fuel growth.

Matt is a repeat winner of Top 50 Most Influential People in Sales Lead Management and Top 50 Sales & Marketing Influencers. Matt renovated his 105 year old historic farmhouse in Kirkland, Washington with his wife, Beth and enjoys it with their three young children, dog, two rabbits, and seven chickens. You can read more from Matt on his blog, follow him on Twitter, LinkedIn or check out his books (listed below) on Amazon.com.

- Full Funnel Marketing
- Modern Marketing Field Guide
- Successful Social Selling
- Move The Mouse & Make Millions!
- Sales for Start Ups
- Successful Selling
- Are You Selling Pants, Or Selling A Dream?



Kelly Riggs

Founder & President, Chief Sales Officer, The Business LockerRoom

Winning Business in the Modern Sales Environment

Kelly Riggs is an author, speaker, and business performance coach for executives and companies throughout the United States and Canada. He has worked with companies in a wide variety of industries, with sales revenues ranging from \$3 million to Fortune 500.

Widely recognized as a powerful speaker and performance coach in the areas of sales, management leadership, and strategic planning, Kelly is a former sales executive and two-time national Salesperson-of-the-Year with over two decades of executive management and sales training experience.

He has written three books: "1-on-1 Management: What Every Great Manager Knows That You Don't" "Quit Whining and Start SELLING! A Step-by-Step Guide to a Hall of Fame Career in Sales" and "Counter Mentor Leadership, How to Unlock the Potential of the 4-Generation Workplace".



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JOIN US IN CHICAGO!

*Registration and Hotel Accommodations
can be made at www.fpsa.org!*

2018 FPSA SALES CONFERENCE

**SPACE IS
LIMITED —
REGISTER NOW!**

Food Processing Suppliers Association
••• SEPTEMBER 17-19, 2018 •••