

# FPSA SALES CONFERENCE

## SEPTEMBER 27-29, 2022

### RENAISSANCE HOTEL • ROSEMONT, IL



The FPSA Sales Conference connects industry executives for exceptional networking and education. Over three days, sales professionals take deep dives into critical themes relevant to today's sales environment. Attendees will take home lessons on popular topics, including inspirational sales management, sales negotiations, and more.

**PRICE:** \$300 Member | \$400 Non-Member • • • **REGISTER TODAY ONLINE AT:** [fpsa.org/sales-conference](https://fpsa.org/sales-conference)

### How Top Salespeople Leverage Time and Value to Win More Deals

**SPEAKER:** Kelly Riggs, *Business LockerRoom, Inc.*

What could you do with another day each week your competitors don't have? That should help you understand how important time is in creating sales success. Successful salespeople understand that time is a resource that is easily wasted and cannot be retrieved, so they focus their time and energy on the opportunities that make the most sense. Success is not just about "managing" your time; it's about the way you use value to leverage your time to maximum advantage.

In this workshop, you will learn how to choose the right opportunities, make every sales call count, eliminate worthless follow-up calls ("just checking in"), and change your customer's perception of you from salesperson to valued consultant.



### NeuroSelling® – The Science Behind World Class Communications

**SPEAKER:** Jeff Bloomfield, *Braintrust*

The most impactful and influential communicators in the world all have one thing in common. Whether it's intuitive or intentional, great communicators deliver the right information, the right way, and in the right order...and this makes all the difference in the world. In Jeff Bloomfield's keynote presentation, he will teach you the science behind trust, change resistance, and how to create urgency to act all in a way that turns information into motivation and ultimately... application!



### Sales Strategy for a Brave New World

**SPEAKERS:** Matt Hartman, *Blentech Corporation* (Moderator)  
Alex Chausovsky, *Miller Resource Group*  
Dana Summerour, *Intralox LLC*  
Brian Vancrum, *Marlen*  
Nehemiah White, *Denville Technologies*

With economic projections that now include slowing capital demand and dueling inflationary and recessionary pressures, "business as usual" in sales will no longer cut it. Facing levels of volatility that sales professionals have not witnessed in the past 30 years, successful sales management in today's environment requires a new approach that is both nimble and adaptive.

In this important opening session for the 2022 FPSA Sales Conference, executives from a variety of member companies will join on this panel to provide their perspectives on how the sales environment has radically changed, where they see it going, and how they see the sales process evolving to ensure success.

Attendees of this session will benefit from new ideas, new perspectives, and new ways of perceiving what it takes to "close a sale", despite this volatility in today's business environment.

