

FPSA SALES CONFERENCE
SEPTEMBER 27-29, 2022
RENAISSANCE HOTEL
ROSEMONT, IL



TUESDAY,

SEPTEMBER 27

2:00pm 6:00pm

Registration (*Ballroom Foyer*) – Sponsored by MEAT+POULTRY and Pet Food Processing

3:30pm 4:30pm

MISA Meeting (*Swing Meeting Room*)

6:00pm 7:00pm

Welcome Reception (*2nd Floor Mezzanine*) – Sponsored by Powering Chicago

Dinner On Own

WEDNESDAY,

SEPTEMBER 28

7:30am 2:00pm

Registration (*Ballroom Foyer*) – Sponsored by MEAT+POULTRY and Pet Food Processing

8:00am 9:00am

Networking Breakfast (*Salon DE*) – Sponsored by Direct Recruiters

9:15am 9:30am

Opening Remarks FPSA

9:30am 11:30am

Sales Strategy for a Brave New World (*Salon – ABC*)

Sponsored by International Financial Services Corporation

Matt Hartman, Blentech – Moderator

Alex Chausovsky (Miller Resource Group)

Dana Summerour (Intralox)

Brian Vancrum (Marlen)

Nehemiah White

Panel Discussion:

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.

11:45am - 1:00pm

Networking Lunch (*Salon DE*) – Sponsored by Direct Recruiters

1:30pm - 5:00pm

NeuroSelling – The Science Behind World Class Communications
(Salon – ABC) Sponsored by Meatingplace and Alt-Meat

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 take action all in a way that turns information into motivation and ultimately...application!

5:15 - 6:15pm

Speed Networking Session (optional) hosted by FPSA's Young Professionals Group.
(Salon DE) Sponsored by Dairy Foods, The National Provisioner, and Snack Food & Wholesale Bakery

Grow your network in a fraction of the time!

Dinner on Own

**THURSDAY,
SEPTEMBER 29**

8:00am - 10:00am

Registration (*Ballroom Foyer*) – Sponsored by MEAT+POULTRY and Pet Food Processing

8:00am - 9:00am

Networking Breakfast (*Salon DE*) – Sponsored by Dairy Foods, The National Provisioner, and Snack Food & Wholesale Bakery

9:00am - 12:00pm

Opening Remarks

How Top Salespeople Leverage Time and Value to Win More Deals
(Salon – ABC) Sponsored by M.G. Newell

Kelly Riggs, Founder & President, Chief Sales Officer (The Business LockerRoom)

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.