The Sales Summit, a one-day event within Dreamforce, is where extraordinary sales experts and thought leaders share their paths to superstardom. With four tailored tracks for Sales Strategy, Sales Leadership, Sales Development, and Sales Operations, you'll find inspiration you can use immediately at the Dreamforce Sales Summit 2016.

For more information, visit salesforce.com/sales-summit #SalesSummit #DF16
# Sales Strategy

**Yerba Buena Salon 9**

<table>
<thead>
<tr>
<th>TIME</th>
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<td>Building Lasting Relationships with the Customer at the Center of Your Business</td>
<td>Tiffani Bova of Salesforce, Walter Rogers of CCI and Panel: Melissa Nelson Tate of Ingersoll Rand, Joe Anzalone of Amazon Web Services, and Seth Bartlett of SapientNitro</td>
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<tr>
<td>10:00-10:45 am</td>
<td>CEB: The End of Customer Empowerment</td>
<td>Brent Adamson of CEB</td>
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<td>McKinsey: Everything You Want to Know About Sales Growth but are Afraid to Ask</td>
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# Sales Leadership

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<td>2:15-3:45 pm</td>
<td>Standing Out as a Strong Sales Leader in the Age of the Customer</td>
<td>Adam Gilberd of Salesforce, Mark Hunter, The Sales Hunter, Matt Close of Altify and Panel: Bob Kelly of Sales Management Association, Jeff Bensch of Diebold, and Glenn Davis of Optum</td>
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# Sales Development

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<td>Selling New and Old: How Technology Can Empower Your Sales Development</td>
<td>Gabe Villamizar of Lucidchart and Jack Kosakowski of Creation Agency</td>
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<td>10:00-10:45 am</td>
<td>Stand Out From the Crowd: A Sales Development Ask and Answer Party</td>
<td>Max Altschuler of Sales Hacker and Panel: Drew D’Agostino of Crystal, Dan Reich of Troops, and Falon Fatemi of Node</td>
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<td>11:00-11:45 am</td>
<td>How to Prospect Like Salesforce: Pro Tips From the Official Sales Trainer</td>
<td>Trish Bertuzzi of The Bridge Group and Panel: Kate Taylor of Dropbox, Sarah Roberts of Salesforce, and Lesley Young of Box</td>
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# Sales Operations

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# Sales Strategy

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The Sales Summit 2016 is presented in partnership with Sales Cloud, AppExchange and seven of our featured partners:
Building Lasting Relationships with the Customer at the Center of Your Business

Join Salesforce’s Tiffani Bova as she talks customer centricity and the future of sales, followed by Walter Rogers of CCI leading a panel with executives from Amazon Web Services, Ingersoll Rand, and SapientNitro.

This session is presented in partnership with Clicktools.

8:30-9:00 am
The Art of the Possible

Tiffani Bova of Salesforce

A positive customer experience is critical to a company’s brand and, ultimately, its bottom line. With the proliferation of technology and devices, the customer has become smarter and more powerful. Customers now decide when and how they want to interact with brands, which has had a direct impact on the way companies sell to their customers. While macro trends such as social, mobile, cloud, big data and IoT are forging a new era of engagement, customers are ultimately becoming far more disruptive than the technology itself. Salesforce’s Global, Customer Growth and Innovation Evangelist, Tiffani Bova, will address how companies of all sizes can create new business practices that leverage technology to strengthen customer relationships and accelerate sales and growth. You’ll hear actionable takeaways for creating a customer-centric business and long-lasting brand loyalty.

9:00-9:45 am
Customer Obsession: A Culture, Not a Catchphrase

Walter Rogers of CCI plus a panel consisting of Melissa Nelson of Ingersoll Rand, Joe Anzalone of Amazon Web Services, and Seth Bartlett of SapientNitro

“Customer obsession” is a popular catchphrase in enterprise circles these days, and unfortunately it’s often misunderstood. While many companies have no problem focusing on, and even satisfying, their customers’ needs, they’re missing out on significant opportunities for building deeper, longer-lasting relationships. True customer obsession involves turning our customers into fans who believe in, advocate for, and keep coming back to our business. So how do we grow customer obsession at our organizations? Like any other critical practice or methodology, it’s not enough to hold one training session and then call our enterprise customer obsessed. Customer obsession needs to be built into our organizational culture, and consistently reinforced and strengthened with the right strategies and mechanisms.
Selling New and Old: How Technology Can Empower Your Sales Development

Social selling experts Gabe Villamizar of Lucidchart and Jack Kosakowski of Creation Agency will take you through some of the top sales development faux pas, and how you can avoid them. Then, Max Altschuler of Sales Hacker will host a panel on the future of sales development technology with three entrepreneurs from tech startups Crystal, Troops, and Node.

This session is presented in partnership with DocuSign.

8:30-9:00 am
Top Mistakes Salespeople are Making and How to Fix Them Right Now

Gabe Villamizar of Lucidchart and Jack Kosakowski of Creation Agency

In this session, Gabe and Jack will show you how to efficiently infuse social into your traditional sales process. You’ll leave with actionable tactics you can take back to your sales teams to build pipeline and help you close more deals. business and long-lasting brand loyalty.

9:00-9:45 am
3 Reasons Why the Future of Sales Development is NOW

Max Altschuler of Sales Hacker, plus a panel consisting of Drew D'Agostino of Crystal, Dan Reich of Troops, and Falon Fatemi of Node

Natural language processing, machine learning, and artificial intelligence are going to eat the world of sales. Just think of the things you do in sales development that a robot can either support you with, or do even better than you can. In this session, we’ll dive deeply into how companies are leveraging these new technologies to get rid of mundane organizational and productivity tasks, understanding how prospects like to interact without even knowing them first, and building the most targeted lists with people looking to buy now.
Today's B2B customers are more empowered than ever with information, stakeholders, and endless options. But what happens when all that “empowerment” becomes too much of a good thing? Join Brent Adamson, Principal Executive Advisor, to hear CEB's latest counterintuitive research on the urgent need to make buying easier.

Trish Bertuzzi of The Bridge Group, plus a panel consisting of Kate Taylor of Dropbox, Sarah Roberts of Salesforce, and Lesley Young of Box

Join us to hear from four of the leading experts in the field of sales development. This exciting panel will share best practices across three key areas: building and retaining teams, standing out from the crowd, and being a leader in modern sales development. After each segment, questions will be taken from the audience. Got a question? Come to the party and get your answers!
Sales Development 11:00-11:45 am Yerba Buena Salon 8

How to Prospect like Salesforce: Pro Tips from the Official Sales Trainer

This session is presented in partnership with InsideSales.com.

Sales Development 11:00-11:45 am Yerba Buena Salon 8

John Barrows of j.barrows LLC

In the age of readily available information, sales techniques carry an extremely short shelf life as they’re quickly rendered ineffective as soon as they become widely known and implemented. In his time training sales teams at Salesforce, John Barrows noticed just how quickly these techniques would become overused and shifted his training to focus on the structure instead. The key takeaway: A solid foundational structure for prospecting is far more effective than any specific technique. John Barrows from j.barrows LLC has trained more than 5,000 Salesforce reps on prospecting over the past six years. In this 45-minute session, he will share the structures that have helped drive the massive growth engine at Salesforce.

McKinsey: Everything You Want to Know About Sales Growth but are Afraid to Ask

Lareina Yee and Maria Valdivieso of McKinsey & Company

Digital. Big data. Internet of Things. The never-ending series of buzzwords can mask the true changes that are taking place. As sales leaders navigate these challenges in the face of a stagnating world economy, the best performers are still able to drive sales growth. How? They’re relentless in finding the advantage behind the change, and pouncing on it. Join Lareina Yee and Maria Valdivieso, both from McKinsey & Company, as they reveal real-world insights and innovative practices from the world’s most successful B2B and B2C leaders – masters at uncovering and exploiting advantage to drive sales growth, today and beyond.
Critical Steps to Building and Leading Winning Teams

Colleen Francis of Engage Selling will break down how your sales team should be thinking about the empowered buyer and what steps you can take to see results. Tim Sanders, best-selling author and speaker, will talk the art of Dealstorming and thinking like a team to solve tough challenges. Dan Ross, VP of Sales at Salesforce will talk about hiring the right people, before Lori Richardson of Score More Sales hosts a panel of sales practitioners on building diverse sales teams.

12:00-12:30 pm
Colleen Francis of Engage Selling

Today’s B2B prospects are far down the sales cycle track by the time you enter the field. You need to accelerate your pace just to catch up with them. Marketing departments seem to realize this, but sales departments are seriously lagging, using old routines, strategies, and approaches. Consequently, sales leaders are missing the opportunity to shorten the sales cycle and reduce acquisition costs, never mind improve close rates. Colleen Francis, the global leader on sales strategies, will share her experience helping clients adapt to better-educated, pre-qualified buyers, and provide pragmatic steps you can take immediately to dramatically improve sales results.

12:30-1:00 pm
Genius Is a Team Sport
Tim Sanders, Author and Keynote Speaker

In 2014, research on B2B companies found that the habit of cross-departmental collaboration separated the top sales organizations from their less successful rivals. In 2016, research found a link between sales and marketing alignment, and key sales metrics. Sales leaders can drive collaborative culture in their organization by organizing Dealstorming projects around big opportunities, and then involving everyone who has a stake in the outcome. The resulting innovations will cut through complexity in the sales process and set an example for the rest of the company that will have a ripple effect, from product to service.

1:00-1:30 pm
The 7 Sales Skills That Can’t Be Taught (Plus the 7 That Can)
Dan Ross of Salesforce

In his decade at Salesforce, Dan Ross, Senior AVP of Commercial Sales, has hired and trained hundreds of salespeople. Learn the inherent qualities he looks for in every candidate, plus the selling skills, from closing deals to business acumen, that every salesperson can be taught.

1:30-2:00 pm
12 Ways to Build a More Diverse Sales Team
Lori Richardson of Score More Sales, plus a panel consisting of Amy Appleyard of LogMein, Ivonne Valdes of Schneider Electric, and Shep Maher of Guidespark

Why is it that most diversity initiatives fail, when every leader agrees that it is incredibly important? Despite being proven to lead to better results, diversity continues to stump organizations. In this panel, three top Sales VPs will share how they have gained superstar status by diversifying their teams.
12:00-12:30 pm
5 Fundamentals of Measuring Social Selling in Your CRM and Marketing Automation
Jamie Shanks of Sales for Life

You as a sales and marketing leader must understand the leading, current, and lagging indicators that are driving social opportunities.

12:30-1:00 pm
It's Not About YOU! How Salesforce Increased Pipeline 100%
Will Anastas of Salesforce and guest Ashley Welch of Somersault Innovation

Hear from Will Anastas, SVP, Enterprise Corporate Sales at Salesforce, on how the company doubled pipeline by changing the way account executives do sales discovery. In this session, Ashley Welch of Somersault Innovation will also teach you how this method works and share real life success stories.

1:00-1:30 pm
Social Selling Methodology: From Strategy to Execution
Koka Sexton of Social Selling Labs and Lindsey Boggs of Lindsey Boggs Consulting

The data does not lie. Having a social selling strategy for sales development builds your business faster. See the research and get specific steps for implementing a sales strategy that leverages social media.

1:30-2:00 pm
How to Sell Like a Human
Jill Rowley, Social Selling Evangelist

It’s not just who you know, but what you know about who you know. The modern buyer is digitally-driven, socially connected, mobile-empowered, and also overwhelmed. To capture someone’s attention, we need to be more personalized and relevant. Learn how to leverage digital and social to sell like a human.
Join us as Adam Gilberd of Salesforce shares how the company has managed a rapidly growing sales organization. Then, Mark Hunter, the Sales Hunter, will discuss leadership in sales prospecting, before Matt Close of Altify hosts a panel on creating value for customers to close deals. The panel will include guests from Diebold, Optum, and Sales Management Association.

2:15-2:45 pm
How to Build a Sales Team that Makes Every Month
Adam Gilberd of Salesforce

This session will go behind the scenes at Salesforce to show how the $6 billion software company has grown and developed its sales team. Hear best practices and learn how Salesforce fosters collaboration and productivity, measures team performance, and cultivates top sales talent.

2:45-3:15 pm
High-Profit Prospecting - The Critical Role of Sales Leadership in Prospecting
Mark Hunter, The Sales Hunter

Sales Leadership is severely underutilized in the prospecting process, losing millions of dollars of untapped opportunities. In this session, Sales Leaders will gain proven prospecting insights from some of the largest companies in the world and leave with actionable strategies you can implement immediately to dramatically increase revenues.

3:15-3:45 pm
Keeping Customers at the Center: Why Win-Win Is the Only Way
Matt Close of Altify, and a panel consisting of Bob Kelly of Sales Management Association, Jeff Benesch of Diebold, and Glenn Davis of Optum

It has been said that the impact of a bad buying decision on a customer is exponentially bigger than the impact of a lost sale on a sales professional. As sales professionals, our mission is to help our customers make the best decisions for their businesses - to truly move the performance needle. The days of waging battle against customers - also known as provoking, challenging, and deepening the pain - are gone. Now, success comes from getting in the trenches with the customer and working toward a win-win outcome. Our customers are well educated, time starved and above all else, hungry for insight. Unfortunately, these same buyers feel that over 50% of the time, sellers are not providing value in their interactions. Join us as the panel members discuss what they are doing right now to make sure they are leading this charge to a customer-centric organization.
How You Can Move the Sales Operations Needle

Join two experts as they explore best practices for pipeline management and sales operations management. Jason Jordan, Partner at Vantage Point Performance, will tell you about costly pipeline management mistakes. Then, Mark Levinson, VP at SiriusDecisions, will explore key competencies in sales operations.

2:15-3:00 pm

Pipeline Management: New Research Reveals That We’re Doing It All Wrong

Jason Jordan of Vantage Point Performance

Sales pipelines are the lifeblood of every company. We rely on them to feed our forecasts and fuel our revenue, but how good are we at managing them? Really bad it appears, since 56% of companies in recent research claim they are ineffective at this critical sales activity. Join best-selling author Jason Jordan as he shares research insights into:

• The three key measures of sales pipeline health;
• Common management practices that actually wreck sales performance;
• New management practices that correlate with sales success;
• How to use the pipeline to predictably grow revenue;
• Training and development strategies that build organizational capability.

Leave this session with a better understanding of what you’re currently doing wrong, and how to quickly correct it.

3:00-3:45 pm

Revolutionizing Sales Operations: Mapping Competencies to Accountabilities

Mark Levinson of SiriusDecisions

The rise to fame and fortune for sales operations is paved by the key competencies within the function aligned to its major accountabilities. During this presentation, we’ll provide data on how sales operations leaders rate the competencies within their functions, and define the seven major accountabilities that need to be managed in best-practice functions.
What It Takes to Be the Best Sales Coach

Join us to pick up some proven leadership tactics from Keenan of A Sales Guy Inc., who will walk you through building a robust coaching strategy, and Mike Derezin, VP of Sales Solutions at LinkedIn, who will share a new framework for sales leaders.

4:00-4:35 pm
Stuck or Suck: How to Coach Salespeople in the 21st Century

Keenan of A Sales Guy Inc.

The secret of great sales leaders is getting more out of their people, than their people can get out of themselves. In this dynamic, energetic session, Keenan will walk you through how to develop a robust coaching strategy that wins in today’s complex, hyper-connected world.

4:35-5:10 pm
Hanging On By a Thread

Mike Derezin of LinkedIn Sales Solutions

Uncertainty riddles the buying process. Whether it’s the explosion of decision makers, growth in the number of budget centers, or turnover of prospects or your own sales team, sales leaders have to have a plan for the unexpected. Join LinkedIn’s Mike Derezin as he presents a framework for business leaders to think about how they can use social selling to protect against the downside of uncertainty.
Next Level Selling: Better, Smarter, Faster

Join us as Dan Perry of SBI shares an emerging best practice for growing revenue. Then, Bob Urichuck of Velocity Selling will explain three disciplines for growing your sales, faster.

4:00-4:35 pm
5 Signs You Need to Graduate from Sales Effectiveness

Dan Perry of Sales Benchmark Index

What distinguishes top growth executives from their peers? They have graduated beyond sales effectiveness. They have embraced a new emerging best practice: the revenue growth methodology. Is it time for you to move on as well? We’ll discuss five ways to determine if you’re ready to graduate from your sales effectiveness program.

4:35-5:10 pm
3 Disciplines to Master Velocity Sales and Superstardom

Bob Urichuck of Velocity Selling

Sales is the life line to your bottom line. Buyers are everywhere. Without buyers there are no sales and, no revenue. What are you doing to help buyers buy? Master these three buyer-focused disciplines and watch your sales grow with velocity. Become a sales superstar while shortening your sales cycles and, increasing your margins and, revenue.