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TORONTO | JANUARY 26, 2015 | 8:30AM - 5:00PM



**GREG McKEOWN**

**MARK BOWDEN**

**JOEY COLEMAN**

**JACKIE HUBA**

**JOHN JANTSCH**

**SCOTT STRATTEN**



*"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."*

- Jack Welch  
Former Chairman & CEO of GE





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**METRO TORONTO CONVENTION CENTRE**

John Bassett Theatre

255 Front St. West, Toronto, ON M5V 2W6

[www.mtccc.com](http://www.mtccc.com)

# ABOUT THE ART OF SALES

Specifically designed for sales and business development professionals, The Art of Sales is a unique one-day conference featuring six internationally renowned bestselling authors and visionaries, who will share an exciting blend of cutting edge thinking, best practices, current trends and real world experience on today's most critical sales issues. Don't miss this once-in-a-lifetime opportunity to gain a competitive advantage and network

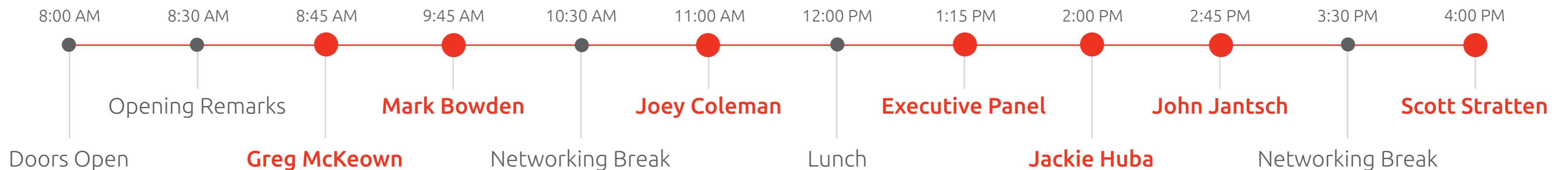
with over 1,300 of Canada's most influential sales professionals.

## WHY ATTEND

The Art of Sales will provide you and your colleagues with critical information and knowledge that will enable you to sustain a valuable competitive advantage and make a

positive contribution to your success. Attendees will benefit from learning the latest strategies including how to;

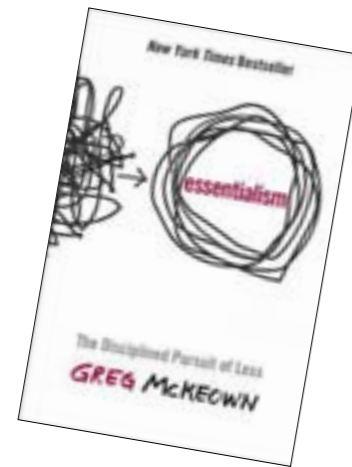
- Strategically align sales and marketing
- Collaborate and connect with customers
- Engage prospects in a more meaningful dialogue
- Leverage social media tools more effectively
- Build and cultivate stronger relationships
- Enhance sales rep productivity





## Greg McKeown

### The Disciplined Pursuit of Less (But Better)

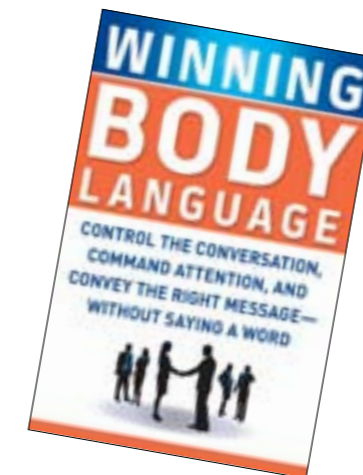


- How you can accomplish more with fewer resources.
- Learn a framework for discerning what is essential, eliminating what is not, and removing obstacles in order to make the execution of what is essential as effortless as possible.
- Learn how the disciplined pursuit of less allows you to channel your time, energy, and efforts toward making the highest possible contribution to what really matters.

LEARN MORE ►

## Mark Bowden

### Winning Body Language for Sales Professionals: Stand Out, Win Trust and Sell!



- How to more effectively build lasting relationships.
- How to win and hold onto trust.
- How to become more consultative for your clients.
- Learn how to extend your skills of persuasion and influence.
- Learn world class nonverbal skills and techniques that add impact, power and presence to sales communication.

LEARN MORE ►

## Joey Coleman

### Turn Customers Into Fans in the First 100 Days

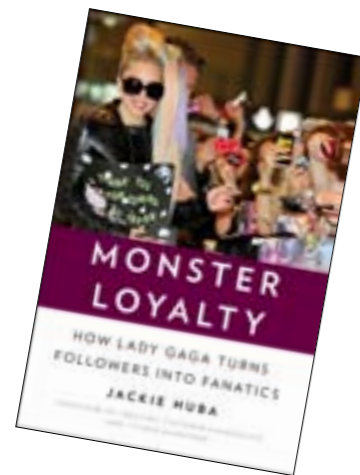


- Why 20-60% of your new customers leave you - and how to stop it.
- How a customer onboarding plan/strategy keeps customers from leaving.
- The crucial importance of creating remarkable customer experiences in the First 100 Days of the customer lifecycle.
- How to connect early and often to build a solid relationship with your new customers.
- The importance of a great first impression on profitability and the business' bottom line.

LEARN MORE ►

## Jackie Huba

### Loyalty Lessons from Lady Gaga



- How Stefani Joanne Angelina Germanotta became the Queen of Pop.
- Gaga's philosophy on how to build a long term customer strategy.
- The 7 lessons of how Gaga engenders customer loyalty.
- How to build a "monster loyalty" in your own customer base.

LEARN MORE ►

## John Jantsch

### Duct Tape Selling - How Today's Sales Professionals Can Think Like Marketers and Sell Like Superstars



- Learn exactly what a prospect is missing.
- How to communicate your core value proposition.
- Learn to build a reputation for providing insight.
- How to create an inbound attraction platform.
- Learn to use social media to build authority.
- How to create a sales process that makes you stand out from the crowd.

LEARN MORE ►

## Scott Stratten

### UnSelling: The New Customer Experience



- How 60% of the purchasing decision is made before a customer even contacts you and what to do about it.
- How to create repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers.
- How to become the go-to company for something, before they even need you.
- Why you don't need social media, but you can be connecting with your clients socially.
- Learn actionable tools that enable you to apply the concepts of UnSelling to your business immediately.

LEARN MORE ►



# GREG MCKEOWN

## New York Times Bestselling Author of Essentialism: The Disciplined Pursuit of Less

Greg McKeown is the author of "Essentialism: The Disciplined Pursuit of Less" and the CEO of THIS Inc., a leadership and strategy design agency headquartered in Silicon Valley. He has taught at companies that include Apple, Google, Facebook, Salesforce.com, Symantec, Twitter and VMware. He was recently named a Young Global Leader by the World Economic Forum.

He has conducted research in the field of leadership, strategy and why people and teams thrive and why they don't. He is a blogger for Harvard Business Review and the Influencer Network on LinkedIn.

He also collaborated on the writing

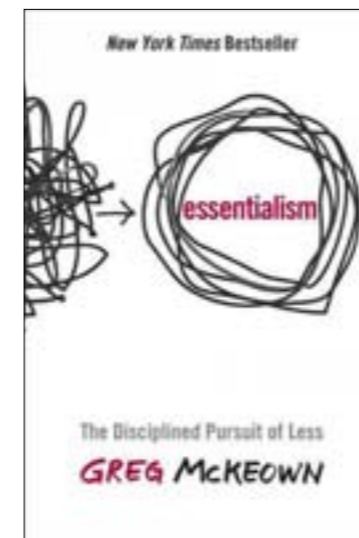
and research of the Wall Street Journal bestseller "Multipliers: How the Best Leaders Make Everyone Smarter", "Bringing Out the Best in Your People" and "Are You An Accidental Diminisher?".

Prior to this research and teaching, Greg worked for Heidrick & Struggles' Global Leadership Practice assessing senior executives. His work included being a part of a year long project for Mark Hurd (then CEO of Hewlett Packard) assessing the top 300 executives at HP.

Greg is an active social innovator. He currently serves as a Board Member for the Washington D.C. policy group, Resolve, and as a mentor with 2 Seeds

a non-profit incubator for agricultural projects in Africa. And he has been a guest speaker at non-profit groups that have included The Kauffman Fellows, St. Jude and the Minnesota Community Education Association.

Originally from London, England, he now lives in Menlo Park, California with his wife, Anna, and their four children. Greg holds an MBA from Stanford University.

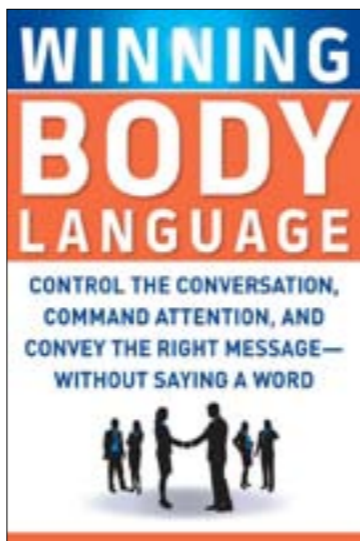


*"Essentialism will give you richer, sweeter results and put you in real control, giving greater precision to the pursuit of what truly matters."*

- FORBES.COM







# MARK BOWDEN

## Communication Expert, Performance Trainer & Bestselling Author of Winning Body Language

Today's executives need to do more than simply succeed: they need to stand out. Communications expert Mark Bowden explains how to use persuasive communication skills to set yourself apart, win trust, and generate profit. His trademark techniques are used by top leaders and political players around the world who want to gain an advantage—beyond words—when they speak.

Bowden received a university degree in performance in the UK, and studied the gesture-control methods of Jacques Lecoq's Laboratory of Movement in Paris. He then went on to work with leading practitioners of movement psychology,

building upon the influence techniques of Dr. Milton Erickson. Bowden is on the faculty of the International Masters of Health Leadership at McGill University, and of the Clinical Leadership program at Schulich Executive Education Centre, York University.

Bowden has a reputation for being one of the world's expert performance trainers, and he is highly sought after for his business-presentation acumen. His client list also includes leading business people, teams, and politicians—from presidents and CEOs of Fortune 500 companies to prime ministers of G8 powers. Some of his recent clients

include Blakes, Brandes, Fidelity, RBC, ING, AVIVA, Standard Life, Gartner, AMD, Microsoft, Thomson Reuters, Viacom, Ogilvy, The BBC, CTV, Walmart, Nestle, Disney, Canadian Medical Association, University Health Network, Roche, AstraZeneca, Audi, Toyota, Kroll, and Barrick Gold.

Bowden delivered a much-watched TEDx Talk in Toronto in September, 2013, and is the body language expert and regular guest on CTV's The Social. His bestselling body-language book, Winning Body Language, has been translated into five languages and sold around the world.



*I love the humor and the science together—no one, and I mean no one, does it like Mark.*

**- Joe Navarro, Former FBI Agent, body language expert & bestselling author**



# JOEY COLEMAN

## World Renowned Expert on Customer Experience Design & Award Winning Speaker

When organizations like Hyatt Hotels, NASA, Deloitte, the World Bank, and Zappos need to boost their customers' experience, they call on Joey Coleman for assistance.

For over a decade, Joey has helped organizations retain their best customers and turn them into raving fans via his entertaining and actionable keynotes, workshops, and consulting projects. His First 100 Days methodology helps fuel successful customer experience endeavors at companies and organizations around the world.

Joey received a Bachelor of Arts in Government and International Relations from the University of Notre Dame (Dean's List Honors) and a Juris Doctor from The George Washington University Law School (Dean's Fellow). He has

served on the Board of Directors for the privately-held Affinity Lab (serving as Board Chairman for 2009-2014), the Board of Directors for the non-profit Capitol Hill Arts Workshop (serving as President for 2010-2012), the Alumni Board of Directors for the George Washington University Law School (founding and leading the Alumni Mentor Program for four years), the National Advisory Council for the Creative America Project (Chicago, IL), and the Washington Men's Camerata (serving as President for two years). For almost a decade he sang first tenor with the GRAMMY-nominated Washington Men's Camerata.

As a recognized expert in customer experience design and an award-winning speaker at national and international conferences, Joey specializes in creating unique, attention-grabbing customer

experiences. He works with companies ranging from small VC-funded start-ups, to large Fortune 500s, with hundreds of mid-size businesses in between.

Joey developed his narrative skills as a criminal defense trial attorney, advised and counseled Fortune 500 companies as a business consultant, and honed his communications and messaging skills at the White House. His design and artwork has been displayed in museums, featured in juried shows, and graced publications in the U.S. and abroad.

When not traveling the world (45 countries and counting) for client onsite, keynote presentations, and quality beach time, Joey enjoys watching magnificent sunsets from his mountain-top home in Colorado with his wife and 19-month-old son.



*Joey brings a dynamism to the corporate world that somehow combines a shot of adrenaline of pure passion, and a Xanax pill of relaxation to know that real change is doable.*

**- Robbe Richman, Zappos**







# JACKIE HUBA

## World Renowned Expert on Customer Loyalty & Bestselling Author of *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*

Jackie Huba is the author of three books on customer loyalty. Her most recent book is *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*, which outlines how the pop star has built a legion of loyal fans and the lessons that business can use to build their own loyal customers. Her second book, *Citizen Marketers: When People are the Message* (co-authored with Ben McConnell), documents the emerging world of social media and how brands should begin to embrace a participatory culture. Besides being widely used at companies as an introduction to social media, *Citizen Marketers* has been adopted by college instructors as a tool for understanding the underlying nature of social media

and what it means for marketing and public relations. Jackie's first book, *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* (co-authored with Ben McConnell), explains how companies convert customers into evangelists who spread the word about products, benefits or value propositions. *Creating Customer Evangelists* has been translated into six languages and has become a strategic focus for companies around the world.

Through her consulting, Jackie has helped leading companies such as Discovery Communications, Whirlpool, Dell, and Kraft to create more loyalty in their customer base.

Jackie is also a Forbes.com contributor, writing about customer loyalty and word of mouth marketing. Named as one of the 10 most influential online marketers, Jackie previously co-authored the award-winning Church of the Customer blog for ten years, with more than 105,000 daily readers. Her work has frequently been featured in the media, such as the Wall Street Journal, The New York Times, Businessweek, and Advertising Age. She was a founding Board Member of the Word of Mouth Marketing Association.

She is an 11-year veteran of IBM, a graduate of Penn State University, a Pittsburgh Steelers fanatic and resides in Austin, Texas.

*“You ROCKED it. Best speaker session we’ve had to date – and we’ve had some top speakers come to Dell. Thank you for your energy, passion, analogies, and insights on how Dell can be more focused on the customer and delivering to our 1 Percenters.”*

**- Liz Bullock Brown, Dell**



# JOHN JANTSCH



## Bestselling Author of Duct Tape Selling, Duct Tape Marketing, The Commitment Engine & The Referral Engine

John Jantsch is a marketing consultant, speaker and best selling author Duct Tape Selling, Duct Tape Marketing, The Commitment Engine and The Referral Engine.

He is the creator of the Duct Tape Marketing System and Duct Tape Marketing Consulting Network that trains and licenses small business marketing consultants around the world.

He frequently consults with small and

mid-sized businesses helping them create marketing plans and organized marketing systems that smooth the way for steady growth.

His blog was chosen as a Forbes favorite for marketing and small business and his podcast, a top ten marketing show on iTunes, was called a "must listen" by Fast Company magazine.

Huffington Post calls him one of the top 100 "Must Follow" on Twitter and Forbes

named Duct Tape Marketing one of the 100 Best Websites for Entrepreneurs.

He is the featured marketing contributor to American Express OPENForum and is a popular presenter of workshop and webinars for organizations such as American Express, Intuit, Verizon, HP, and Citrix.

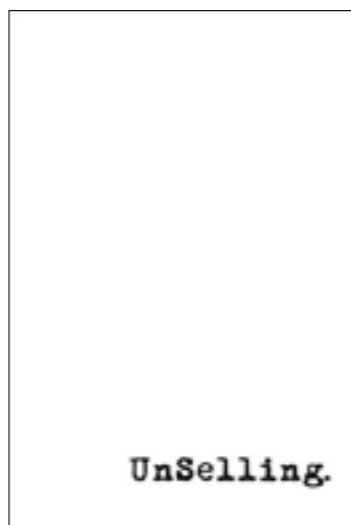
His practical take on small business is often cited as a resource in publications such as the Wall St. Journal, New York Times, and CNNMoney.

*"Duct Tape Selling explores several counterintuitive routes to sales success, but it starts with the most important skill of all: listening. If we want to move others—with our ideas, our products, our services, or even ourselves—we have to slow down and understand what our counterparts are saying. And if you listen to John Jantsch, you'll learn the attitudes and abilities required to master the new world of sales."*

**- Daniel H. Pink, author of To Sell Is Human and Drive**







# SCOTT STRATTEN

Bestselling Author of *UnSelling*, *UnMarketing*,  
*The Book of Business Awesome (and UnAwesome)*  
& *QR Codes Kill Kittens*

For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to—why do we still keep trying the same stale marketing moves? Scott Stratten, an expert in viral, social, and authentic marketing shows audiences—using real life, practical examples—how to unlearn the old ways and consistently attract, engage, and hold on to the right customers.

Formerly a music industry marketer, national sales training manager, and

a professor at the Sheridan College School of Business, Stratten ran his "UnAgency" for a nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape.

He now has over 174,000 people follow his daily rantings on Twitter and was named one of the "Top Five Social Media

Influencers in the World" on Forbes.com. He has written four bestselling business books, the newest being *UnSelling: The New Customer Experience*.

Stratten has appeared in the *Wall Street Journal*, *Huffington Post*, *USA Today*, *Entrepreneur Magazine*, *CNN.com*, *Inc.com* and *Fast Company*.

*"Not only were you one of the best, most knowledgeable and most entertaining speakers I've ever seen (and I do mean EVER!) but combining humor, entertainment, and hard-hitting golden nuggets of education, you motivated those in attendance to take action; and that is the sign of an a top presenter."*

**- Bob Burg, co-author of *The Go-Giver* and *Endless Referrals***



# WHAT PEOPLE ARE SAYING

*"Original, unique and truly a value add experience for selling success. A wonderful stimulus for thinking about selling more and differently."*

- J. Armstrong  
Director of Sales Training  
**MOLSON CANADA**

*"Insightful, relevant and interesting learnings from the change leaders and thought makers. Great selection of speakers and cultural observers!"*

- Elizabeth Wetzel  
Director Advertising Sales  
**LAVALIFE**

*"The best one day seminar I have ever attended! All the topics important to me have been covered."*

- Bryan Humphries  
Account Manager  
**SIERRA SYSTEMS**

*"A really good mix of topics and presentation styles. Will definitely implement the techniques learned. Very pleased with the calibre of the program... Thank you!"*

- Cindy Tong  
Business Development Manager  
**SCOTIABANK**

# NOTABLE PAST ATTENDEES





# REGISTRATION INFORMATION

## GENERAL PASS

This investment will give you access to an unparalleled gathering of sales gurus with seating available on a first come, first seated basis.

**\$399.00**  
EACH (+HST)

- General admission seating from row 7

## VIP PASS

Attend The Art of Sales as a VIP guest! Our VIP package takes care of all the details so that you can sit back and enjoy the day.

**\$599.00**  
EACH (+HST)

- Express entrance
- Reserved seating in rows 2 to 6
- Exclusive three course lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - UnSelling - **Scott Stratten**
  - Duct Tape Selling - **John Jantsch**
  - Winning Body Language - **Mark Bowden**



## PLATINUM PASS

Experience The Art of Sales to its fullest! This exclusive package allows you to fully maximize your experience and extract the most value and content from this remarkable day of learning and networking.

**\$699.00**  
EACH (+HST)

- Express entrance
- Reserved premier seating in the first row
- Exclusive three course lunch
- An eco-friendly tote bag and notebook
- Copies of 5 featured bestselling books:
  - UnSelling - **Scott Stratten**
  - Duct Tape Selling - **John Jantsch**
  - Winning Body Language - **Mark Bowden**
  - Monster Loyalty - **Jackie Huba**
  - Essentialism - **Greg McKeown**



**GROUP OFFER**  
SAVE **\$50** PER  
PASS WHEN YOU  
**BUY 3 OR MORE!**

Passes must be purchased together to qualify for group pricing.

**REGISTER NOW** ▶