



THE ART OF
SALES

TORONTO | January 26, 2016 | 9:00AM- 5:00PM



DANIEL H. PINK

KEITH FERRAZZI

BRENT ADAMSON

MITCH JOEL

IAN CHAMANDY

“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



JANUARY 26, 2016 | 9:00AM - 5:00PM

METRO TORONTO CONVENTION CENTRE
North Building - John Bassett Theatre
255 Front Street West, Toronto, ON M5V 2W6
www.mtccc.com

ABOUT THE ART OF SALES

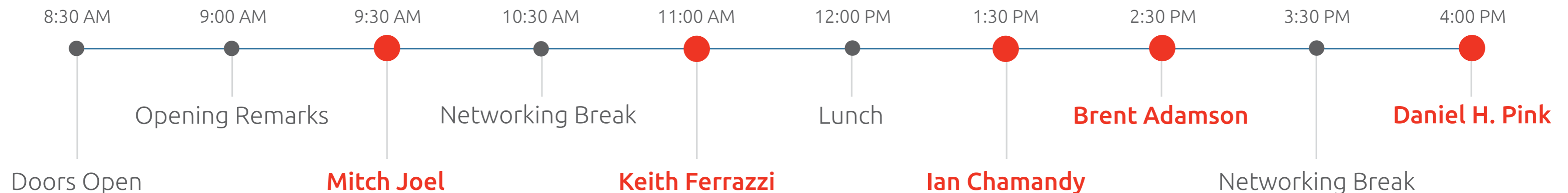
WHAT TO EXPECT

Specifically designed for sales and business development professionals, The Art of Sales is a unique one-day conference featuring five 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 1,200 of Canada's most influential sales professionals.

WHY ATTEND

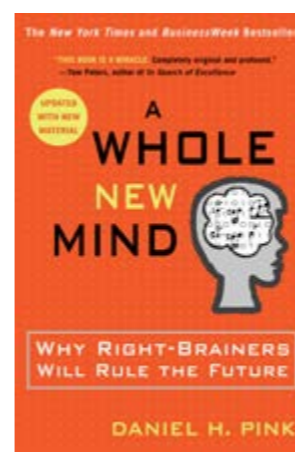
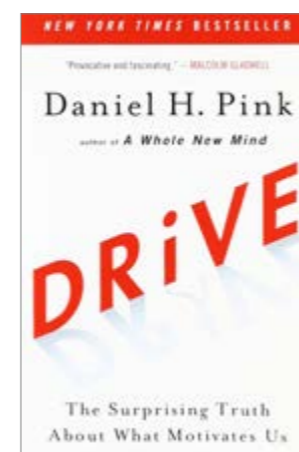
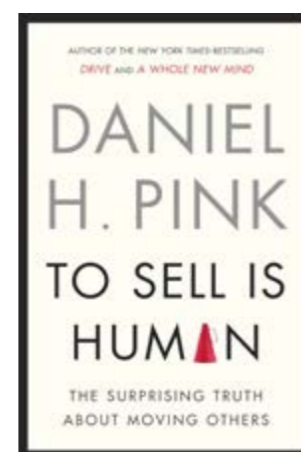
The Art of Sales will provide you and your colleagues with critical information and knowledge that will enable you to sustain a valuable competitive advantage and make a positive contribution to your success. Attendees will benefit from learning the latest strategies including how to:

- 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



DANIEL H. PINK

#1 New York Times Bestselling Author of
To Sell is Human, Drive & A Whole New Mind



Daniel H. Pink is the author of five provocative books about the changing world of work, including the long-running New York Times bestseller, A Whole New Mind, and the #1 New York Times bestseller, Drive. His books have been translated into 33 languages.

Currently, Pink hosts Crowd Control, a series on National Geographic Television that takes problems and creates solutions using unique design, technology and behavioral science principles.

His latest book To Sell Is Human: The Surprising Truth About Moving Others, offers a fresh look at the art and science of selling. As he does in A Whole New

Mind and Drive, Pink draws on a rich trove of social science for his counterintuitive insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extroverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make your message clearer and more persuasive, and much more. The result is a perceptive and practical book—one that will change how you see the world and transform what you do at work, at school, and at home.

Pink's articles on business and technology have appeared in many publications, including The New York Times, Harvard Business Review, The Sunday Telegraph, Fast Company and Wired. He has provided analysis of business trends on CNN, CNBC, ABC, NPR, and other networks in the U.S. and abroad. He also advises both Fortune 100 companies and startups on recruiting, innovation and work practices.

He received a B.A. from Northwestern University, where he was elected to Phi Beta Kappa, and a J.D. from Yale Law School.

Pink lives in Washington, DC, with his wife and their three children.

SALES EFFECTIVENESS

- Why the most successful salespeople are not extroverts.
- Two principles that can move your sales from transactions to transcendence.
- Why problem finding has become more important than problem solving.

“A fresh look at the art and science of sales using a mix of social science, survey research and stories.

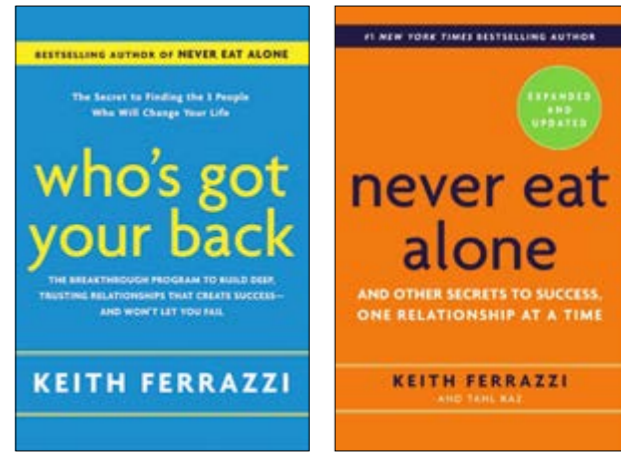
- Dan Schawbel, Forbes.com





KEITH FERRAZZI

#1 New York Times Bestselling Author of
Who's Got Your Back & Never Eat Alone



Keith Ferrazzi is the world's foremost expert in professional relationship development. He has transformed the lives and careers of clients and readers worldwide, bringing 20 years of research and experience to the art and science of business relationship development. His signature focus on success through relationships – a deeply energizing passion – has fueled his own incredible rise to prominence. Both Forbes and Inc. have called him one of the world's most "connected" individuals.

Ferrazzi has won a place as one of the top thought leaders in business. His first book, Never Eat Alone, redefined networking today. His #1 NY Times bestseller Who's Got Your Back focuses

on lifeline relationships, a narrow category of deep, trusting peer relationships that disproportionately affect our careers and well-being. Ferrazzi has been named a "Global Leader of Tomorrow" by the World Economic Forum, one of the top "40 Under 40" business leaders by Crain's Business, and one of the most creative Americans in Who's Really Who.

Ferrazzi moves audiences to action and has been enthusiastically recognized as one the world's most dynamic, engaging speakers. He has received accolades from an impressively diverse list of listeners: Merrill Lynch, Goldman Sachs, Microsoft, the United Nations, Facebook, the World Economic Forum, Kraft, GM, Century 21,

AT&T, and Aon, to name a few. Ferrazzi has been a contributor to CNN and CNBC, and a guest on Larry King Live and the Today Show. His writing has appeared in Forbes, Inc., Business Week, The Wall Street Journal, and the Harvard Business Review.

As founder and chairman of Ferrazzi Greenlight, a research-based consulting and training company, Ferrazzi provides corporate leaders with strategic consulting and training to improve sales, performance, and team cohesion, with an emphasis on personal transformation. Ferrazzi launched his career as the youngest Chief Marketing Officer in the Fortune 500 at Deloitte Consulting, and was also CMO at Starwood Hotels and CEO at YaYa Media.

WHAT YOU WILL LEARN

RELATIONSHIP DEVELOPMENT

- Learn the secrets to productivity through relationships.
- Increased customer loyalty, shortened sales cycles, increased effectiveness in C-Suite level sales, and a more robust referral pipeline.
- A new accountability strategy that will enhance performance and commitment.

Keith's program isn't about changing who you are. It's about enlisting others to help you become the best you can be.

- Dennis R. Glass, President & CEO, Lincoln Financial Group

BRENT ADAMSON

Bestselling Co-Author of The Challenger Sale & The Challenger Customer



Brent is well known for his passion for “productive disruption.” He is a sought-after speaker and facilitator, with more than 20 years of experience as a professional researcher, teacher and trainer. Brent facilitates a wide range of executive-level discussions around the world for Fortune 500/Global 1000 executives in sales, marketing, and customer service, including global sales meetings, keynote presentations, board-level presentations, and hands-on best practice workshops. In over 12 years at CEB, Brent has been privileged to work

with some of the greatest thought leaders in B2B sales and marketing.

As a Principal Executive Advisor at CEB, Brent serves as the company’s chief story teller broadly spanning subjects from customer loyalty to sales rep performance to organizational productivity. He is the co-author of The Challenger Customer and the bestselling The Challenger Sale. In addition, Brent is a contributor on sales topics on Harvard Business Review’s blog and has published in Bloomberg Businessweek and Selling Power.

A native of Omaha, Nebraska, Brent joined CEB from the University of Michigan’s Ross School of Business where he received his MBA with distinction. Prior to that, he served on the faculty of Michigan State University as a Professor of German and Applied Linguistics. In addition to his MBA, Brent holds a B.A. with distinction in political science from the University of Michigan along with M.A.s in political science and German, and a Ph.D. in applied linguistics from the University of Texas. Brent resides in Leesburg, Va. with his wife and two daughters.



SALES PERFORMANCE

- Why being a Challenger seller isn't enough. Your success or failure also depends on who you challenge.
- Learn what high-performing B2B sales and marketing teams grasp that their average-performing peers don't.
- Why the limiting factor to success is rarely the salesperson's inability to connect to any one individual stakeholder.

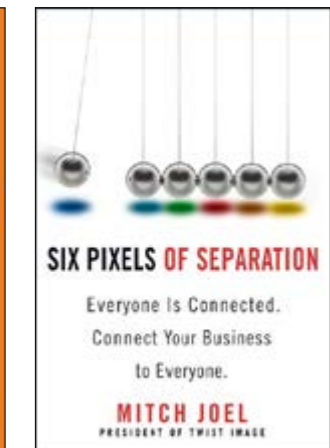
“There is no sale more misunderstood (and expensively misunderstood) than the B2B sale. Here, in black and white, is an essential new way to think about it.

- Seth Godin, Author of Linchpin



MITCH JOEL

Bestselling Author of CTRL ALT Delete & Six Pixels of Separation



When Google wants to explain innovation and marketing to the top brands in the world, they bring Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." Mitch Joel is President of Mirum – a global digital marketing agency operating in 20 countries with over 2500 employees (although he prefers the title, Media Hacker). He

has been named one of the top 100 online marketers in the world, and was awarded the highly prestigious Canada's Top 40 Under 40.

Joel is frequently called upon to be a subject matter expert for Fast Company, Marketing Magazine, Strategy, The Globe & Mail and many other media outlets. He is a columnist for the Harvard Business Review, Inc. Magazine, The Huffington Post and other magazines and newspapers. His

first book, Six Pixels of Separation, named after his successful blog and podcast is a business and marketing bestseller. His second book, CTRL ALT Delete, was named one of the best business books of 2013 by Amazon. His next book, Algorhythm, will look at how the future of business will blend data and creativity. Mitch is also the host of Groove – The No Treble Podcast, where he is slowly trying to build the largest oral history of electric bass players in the world.

WHAT YOU WILL LEARN

CONSUMER BEHAVIOUR

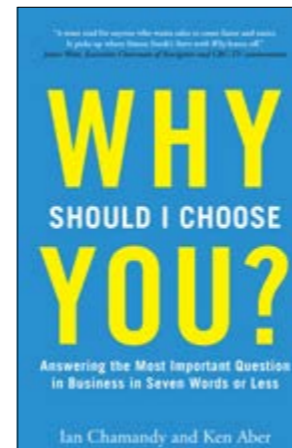
- Gain a deeper understanding of critical changes in business and how consumers buy.
- Learn what the new "direct relationship" with your consumer looks like.
- Identify how efficient your business is in the age of efficiency.

“ Mitch Joel's presentation helped us to see that we needed to change the paradigm of how we interacted with our customers. His ideas and insights have led us to new concepts in the development of our brands.

- Pfizer

IAN CHAMANDY

Co-Author of Why Should I Choose You? & Founding Partner of Blueprint Business Architecture



Ian Chamandy is a founding partner, along with Ken Aber, of Blueprint Business Architecture, a company that developed a proprietary new methodology for strategic planning. Ian has co-facilitated the creation of well over 200 Blueprints for companies large and small, helping them define what makes them uniquely remarkable at their core – in seven words or less – and using this clear, concise and compelling statement as the basis for the company's future.

About one quarter of Blueprint's clients are in the not-for-profit world, helping organizations such as hospitals, universities and special-purpose charities

define their unique purpose and leverage that to increase donations.

Ian is the co-author of the book "Why should I choose you?" – Answering the single most important strategic question in business in seven words or less.

Prior to Blueprint, Ian co-founded, and spent 15 years running, YOUtv, a company that developed, sold and managed format licenses and marketing programs around the world for the "Speakers Corner" programming concept. In this capacity, Ian created branding, marketing and sales strategies for national broadcasters and local TV stations, including CBS, Fox, Post

Newsweek and Meredith in the US, Flextech Television in the UK, Venevision in Venezuela, El Tiempo in Colombia, Jyrki In Finland, and Citytv, MuchMusic, CBC, YTV. He also designed and executed branding, marketing and communications programs for Procter & Gamble, Bell, Warner Lambert, Labatt, Molson, Loblaws and The Lung Association in Canada, and Kroger and New York State Department of Health in the US.

Ian founded the Adopt An Athlete Foundation, which is now managed by the Canadian Olympic Committee. He has a BA in Social Psychology from the University of Waterloo.



STRATEGY & PERFORMANCE

- How answering the most important question in business in 7 words or less will give you complete clarity about where you are going and how to get there.
- How to make sales come faster and easier by giving you a clear, concise and compelling answer to the question "Why should I choose you?"
- Learn a simple strategic filter that will guide everything you do and say, every decision you make and every action you take.

"A must read for anyone who wants sales to come faster and easier. It picks up where Simon Sinek's Start with Why leaves off.

- Jamie Watt, Executive Chairman of Navigator and CBC-TV commentator

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



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.

\$449.00

Each (+HST)

- Theatre seating directly behind VIP and Platinum reserved sections
- Book signing opportunities with speakers
- Recent issue of The Art of Magazine

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.

\$649.00

Each (+HST)

- Express entrance
- Reserved premier seating section beginning in the second row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
 - *To Sell is Human* - **Daniel H. Pink**
 - *The Challenger Customer* - **Brent Adamson**
 - *Why Should I Choose You?* - **Ian Chamandy**




PLATINUM PASS

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

\$849.00

Each (+HST)

Only 50 Available!

- **Continental breakfast & exclusive coaching session powered by The Art of Learning** 
- Express entrance
- Reserved premier seating in the first row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
 - *To Sell is Human* - **Daniel H. Pink**
 - *The Challenger Customer* - **Brent Adamson**
 - *Why Should I Choose You?* - **Ian Chamandy**
 - *Who's Got Your Back* - **Keith Ferrazzi**
 - *Ctrl Alt Delete* - **Mitch Joel**



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WHEN YOU BUY
3 OR MORE!

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