

Tuesday, April 18th

8:00	Registration Desk Open			
9:00 – 11:30	Pre-Event Optional Hands-On Workshops <i>Add-on to your Leadership Summit experience with an optional pre-event workshop</i>			
	Transforming Your Inside Sales Team	The Asking Formula: Influencing Anyone, Anytime to Say “Yes”	Fundamentals of Storytelling for Sales Success	Visionary Leadership: Curating and Sustaining an Elite Organizational Culture
11:00 – 1:00 PM	Grand Opening – Explore the Technology Expo Hall			
1:00 – 1:30 PM	Leadership Summit 2017 Kickoff			
1:30 – 2:00 PM	General Session: TBA			
2:00 – 2:30 PM	Where Should We Focus to Drive More Revenue? <i>Lauren Bailey, Founder & President, Factor 8</i>			
2:30 – 3:00 PM	Break – Grab a snack and meet fellow attendees			
3:00 – 3:30 PM	Body Language Tools for Leaders <i>Leo Cardenas, Body Language Speaker & Trainer, LAY-O, LLC</i>			
3:30 – 4:00 PM	General Session: TBA			
4:00 – 4:30 PM	Executive Fireside Chat			
4:30 – 5:00 PM	The Pitfalls of Conventional Sales Tactics and How to Avoid Them <i>Justin Shriber, Vice President of Marketing, LinkedIn Sales Solutions</i>			
5:00 – 5:30 PM	Keynote Speaker Own It - Defy Marketplace Gravity and Succeed No Matter What This Economy Does <i>Meridith Elliot Powell, Award-winning Author, Business Growth Expert & Strategist</i>			
5:30 – 7:30 PM	Happy Hour in the Expo <i>Author Meet-and-Greet/Explore the Expo/Network with Fellow Attendees</i>			

Wednesday, April 19th

7:00 – 8:00 am	Breakfast in the Technology Expo Hall, Birds-of-a-Feather Roundtables							
8:00 – 8:05 am	Morning Kickoff							
8:05 – 8:35 am	The New Truth in Selling <i>Matt Millen, Senior Vice President of Revenue and Operations, Outreach</i>							
8:35 – 9:05 am	Let's Face it, Your Managers are Not Going to Coach <i>Tom Snyder, Founder, Funnel Clarity</i>							
9:05 – 9:35 am	The Hiring Game Has Changed: Embrace the "Grit over Grades" Revolution <i>Kristen Hamilton, Co-Founder & Chief Executive Officer and Josh Jarrett, Co-Founder & Chief Product Officer, Koru</i>							
9:35 – 10:15 am	Break							
10:15 – 10:45 am	General Session: TBA							
10:45 – 11:15 am	Call Your Shot: Predicting Performance Through Coaching <i>Robert Jeppsen, Chief Executive Officer, Xvoyant</i>							
11:15 – 12:00 pm	Keynote Speaker Building a World-Class Inside Sales Team from the Ground Up <i>Debbie Dunnam, Corporate Vice President, Worldwide Inside Sales, Microsoft</i>							
12:00 – 1:00 pm	Lunch							
1:00 – 5:00 pm	Breakout Sessions							
1:00 – 2:00 pm	Winning The "Game" Of Negotiation as an Inside Sales Professional	Phone Scripts: Create Your Own Best Practice Approach	Maximize Your Sales Candidate Funnel	Workshop: Build Your Own Call Coaching Scorecard	Session Details TBA	Session Details TBA	Session Details TBA	Session Details TBA
2:15 – 3:00 pm	IDEA EXCHANGE: Women Sales Leaders - Peer Panel and Workshop	Managers, Measurement and Mindset: Architecting a Better Sales Onboarding Program	Recruiting at 90 Below Zero: Finding Great People in Difficult Conditions	Creating the A-Team: An Existential Opportunity	Physics & Sales: Understanding Acceleration, Black Holes, Stars, and Other Sales Phenomena	How Your Sales Team Can Get Double-Digit Reply Rates With Prospecting Tactics	IDEA EXCHANGE: Training & Development Best Practices & Tips	Session Details TBA
3:00 – 4:15 pm	Break/Author Meet-and-Greet/Explore the Expo/Network with Fellow Attendees: Technology Expo Hall Closes at 4:15							
4:15 – 5:00 pm	IDEA EXCHANGE: Sales Best Practices for Large Distributors	Everyone Communicates Few Connect	Winning the Fight Inside the Conversation	Sales Enablement: The Scope, The Challenges, and The Random Acts	How to Build an Effective Sales Technology Stack in 2017	Account-Based Everything: Social Selling + ABSD = Increased Deal Velocity	IDEA EXCHANGE: Selling Globally	Session Details TBA
6:00 – 10:00 pm	Microsoft Inside Sales Yacht Party							

Thursday, April 20th

7:30 – 8:30 am									Breakfast in the Technology Expo Hall								
8:30 – 11:45 am									Breakout Sessions								
8:30 – 9:15 am		IDEA EXCHANGE: Selling Incentives That Work		Motivating Your Sales Staff to Drive Engagement and Performance		The Shocking Truth about Lead Follow-up		Inside Sales Optimization in the Digital Age		10 Steps to Successfully Transition your SDR Team to Quota Carrying Sales		Session Details TBA		IDE EXCHANGE: Hiring & Recruiting		Session Details TBA	
9:15 – 10:00 am									Break Technology Expo Hall Closes at 10:00am								
10:00 – 10:45 am		IDEA EXCHANGE: Sales Enablement / Operations Roundtable		LAUNCH! Turning Recruits into Producers		Contact Marketing: 5 Ways to Connect with the C-Suite		Making Your Move to the Top		Making Training Stick for Millennials		Setting Your GamePlan? Building Expert Sales Teams with Metrics, Tools, and Coaching Methodology		IDEA EXCHANGE: Building Your Technology Stack		Session Details TBA	
11:00 – 11:45 am		7 habits of Highly Effective SDR's		Business to Consumer: Phone Scripts in a B2C World		Session Details TBA		The Art & Science of Closing Deals		FICO Score for Inside Sales		Why Customer Success is Hot		IDEA EXCHANGE: Sales Development Done Right		Session Details TBA	
12:00 – 1:30 pm									<p align="center">AA-ISP Annual Inside Sales Awards Banquet <i>HOST: Jamie Shanks, CEO, Best-Selling Author, Sales for Life</i></p> <p align="center">Closing Remarks / Event Farewell</p>								

Technology Expo Hall Hours

Tuesday, April 18th 11:00 AM – 7:30 PM

Wednesday, April 19th 7:00 AM – 4:15 PM

Thursday, April 20th 7:30 AM – 10:00 AM