

## Sales Manager's Half-Day Pre-Conference - September 27

**Keynote Lunch: Leading at Mach 2**  
**Steve Sullivan**  
 Featured conference speaker.

### General Sessions

#### Building High Performance Sales Teams

**Mark White**  
 President of M. White Enterprises, a Sales Management consulting firm, and author of *Welcome to Sales Management*.

A high performance sales team begins with hiring the right people, but that's only the first step. It's also up to you to take the lead, break the code, and implement a sales culture that has the entire team hitting on all cylinders. Whether you need to improve, maintain, or completely transform your sales environment, success is ultimately measured by your ability to drive front-line success. Learn how to set and effectively communicate expectations, identify and provide resources needed to meet those expectations, and hold team members accountable in a manner that promotes and sustains success.

#### Coaching for Accelerated Results

**Jerry Elmore**  
 Sales Development Consultant, Licensed Professional Business Coach, and author of *The 5 Best Practices of Highly Effective Sales Managers*.

Companies invest thousands in sales training products and programs, only to find that most employees return to their pre-training behaviors. How do you reverse the trend and achieve lasting change to maximize performance? Top performing sales managers understand the importance of coaching for reinforcing improved performance behaviors. Not only can expert coaching perfect an employee's sales skills, it can also result in permanent changes in an employee's beliefs and attitudes. Are you ready to roll up your sleeves and develop your employees to be the best they can be?

#### Sales Management Solutions: "Best of the Best" Roundtables

Join your peers for this fun, and a bit competitive, roundtable event. This is your chance to share your very best "one-minute idea" with your sales colleagues. Suggested topics include, but are not limited to, my best sales management strategy, my most memorable management moment, my most creative selling strategy, my most rewarding customer recovery story, or my most memorable sale. Elimination rounds will reveal the winner who will be awarded a gift guaranteed to be worth the effort! Even if you don't win, you'll be both entertained and educated at the same time – *what a deal!*

## Full Day Sales Conference – All Sales Professionals September 28

### Morning Breakout Sessions

**Questioning Your Way to Higher Sales**  
**Jerry Elmore**

Steven Covey's fifth habit of highly successful people is "Seek first to understand." Successful salespeople invest the time and effort to really understand their customers – and it all begins with asking questions. When this becomes a habit, you'll be asking the right questions, in the right manner, at the right time. The course and dynamics of client meetings will transform before your eyes when you begin skillfully questioning your way to higher sales.

#### Take the "Work" Out of Networking

**Marquette McKnight**  
 Founder and President of Media, Marketing ... and More! Inc., a public relations company.

The more people who know you and know what you do, the more business you'll have. Are you getting the most out of your networking events? Are you networking at all? Networking is a great way to generate business, and is often overlooked as an active marketing tool. Learn what to say after you say "hello," what *not* to do at a networking event, and how to maximize the time invested in your networking activities. In this workshop, you'll learn how to 'manage the mingling' and to analyze if your current networks are actually working for you. The time-tested, proven techniques shared in this program will enhance and refine your networking skills, and enable you to be confident, comfortable, and effective in any business networking situation.

**Keynote Lunch: Targeted Thinking, Accelerated Results**  
**Steve Sullivan**

### Afternoon Breakout Sessions

**Was It Something I Said? Reading Between Your Customer's Lines**

**Jim Daugherty**  
 Director of Human Resources, Ledger-Enquirer

Communication is tough. It's even tougher when you and your customer speak different languages. Everyone has a preferred communication style and as a salesperson, it's your job to quickly assess and adapt your selling behaviors to match your customer's preference. Don't get lost in translation! Psychometrics is the basis of understanding communication and behavioral styles, and being able to identify them is particularly useful to sales people in building foundations for trust and action, and improving sales performance.

## Don't Give Away the Farm! Negotiating to Preserve Profits and Customer Relationships

**Terry Booton**  
 President, Advanced Marketing Instruction, and author of *Cracking New Accounts*

In a recent survey of local sales professionals, the number one requested workshop topic was negotiation. An effective sales professional knows how to meet customer needs while assuring reasonable terms and profit for his or her own company. Regardless of which side of the table you're on, knowledge of negotiating concepts and the development of negotiating skills are vital in today's competitive and cost conscious market.

### General Session

**Your Personal Blueprint for Sales Success**  
**Steve Sullivan**

Action is the catalyst for continuous improvement, but where do you begin? In this unique session, guest and keynote conference speaker Steve Sullivan guides you in identifying what lies at the core of what needs to be done – the unique areas for you to address to achieve your potential. Everyone's blueprint will be different, but the outcomes will be the same - targeted thinking with accelerated results.

## CUNNINGHAM CENTER FOR LEADERSHIP DEVELOPMENT

### SALES DEVELOPMENT CONFERENCE

A Half Day Sales Manager's Pre-Conference followed by a Full Day Sales Conference for all sales professionals.

#### Sales Manager's Half Day Pre-Conference

Wednesday, September 27  
 12:00 Noon until 5:00 PM  
 (Check-in begins at 11:00 AM)

#### All Sales Professionals Full Day Conference

Thursday, September 28  
 9:00 AM until 5:00 PM  
 (Check-in and Continental Breakfast begins at 8:00 AM)

Additional individual tickets are available for the Wednesday Luncheon and for the Thursday Luncheon, both featuring keynote speaker Steve Sullivan.

Wednesday Luncheon Tickets . . . . . \$35 per person  
 Thursday Luncheon Tickets . . . . . \$35 per person

Keynote lunches are included in each day's conference registration.

Sales Development Conference • Winning Sales Teams, Building Customer Relationships • September 27 - 28, 2006

Salutation: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ E-mail: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Attendance limited to 125 participants! Register online now at [cclid.colstate.edu](http://cclid.colstate.edu)**

Please indicate Conference events for which you are registering:

<input type="checkbox"/> Half-day Sales Manager's Pre-Conference (Sept. 27)	Regular By Aug. 16	\$ 89.	\$ 99.
<input type="checkbox"/> Full-day Sales Conference (Sept. 28)		\$179.	\$199.
<input type="checkbox"/> Full Conference (Sept. 27 and 28)		\$229.	\$249.

Wednesday Luncheon only    Number of tickets @ \$35: \_\_\_\_\_  
 Thursday Luncheon only    Number of tickets @ \$35: \_\_\_\_\_  
 (Keynote lunches are included in each day's conference registration.)

TOTAL DUE: \$ \_\_\_\_\_ Please make checks payable to: CCLD – CSU

You may register online at [cclid.colstate.edu](http://cclid.colstate.edu) or mail or fax (706.569-2693) this form to: Cunningham Sales Institute, c/o CCLD, 3100 Gentian Blvd., Columbus, GA 31907

If you prefer, you may pay by credit card:  
 Am Ex    MC    Visa  
 Name on card: \_\_\_\_\_  
 Card #: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

For more information, contact Susan Miller at (706) 568-5101 or [miller\\_susan@colstate.edu](mailto:miller_susan@colstate.edu)  
 Cancellation policy: Before a program begins, the Cunningham Center incurs administrative costs related to your registration. Therefore, the following fee applies: 2 weeks or less before the program, 25% of the tuition amount will be withheld. The fee may be waived if a substitute can attend the original program.



CUNNINGHAM CENTER  
FOR LEADERSHIP DEVELOPMENT  
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UNIVERSITY

The Cunningham Center for Leadership Development offers you, the practicing sales professional, the opportunity to develop and improve your sales and sales management skills, and take your career to the next level. Led by sales professionals who have a proven track record of sales and sales management success, you'll discover skills to become more focused and effective, and to develop a competitive advantage in today's sales arena.

Join your peers and colleagues for this first-ever event, and be prepared to positively impact your sales career, create a more effective sales team, and increase sales, productivity, and customer satisfaction for your business.

The conference format includes a half-day pre-conference for sales managers and sales team leaders, followed by a full day conference for all sales professionals.

#### Who Should Attend:

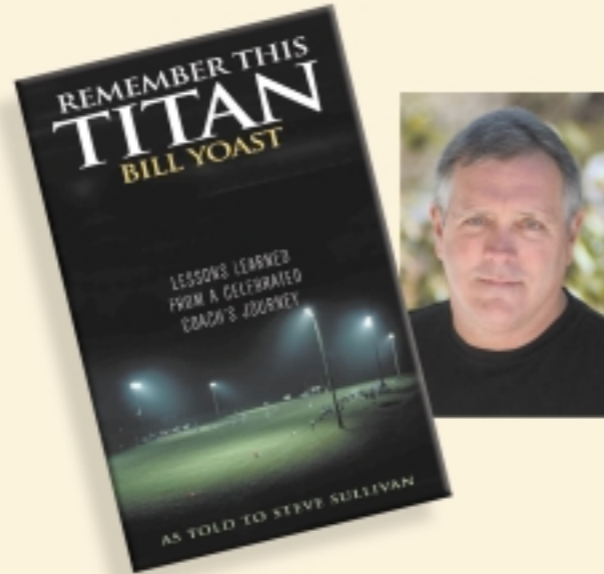
For the half-day sales manager's pre-conference: Sales managers, sales team leaders, business owners and professionals who manage sales personnel in any capacity.

For the full day sales conference: Sales and marketing executives, account executives and representatives, sales agents, sales teams, sales support staff, sales team leaders, sales managers, business owners.

Those attending the Sales Manager's Pre-Conference are encouraged to attend both days.

Conference attendance limited to 125 participants!

REGISTER ONLINE NOW AT  
CCLD.COLSTATE.EDU



**Keynote Speaker: Steve Sullivan**  
President  
Motivational Resources, Inc.

Steve Sullivan is an internationally recognized authority on selling and author of *Selling at Mach 1*, *Leading at Mach II*, and most recently, *Remember This Titan*. His unique perspective on leading and selling is a product of his diverse background: Army Ranger, National Sales Manager at International Paper Company, Executive Vice President of Williamhouse-Regency, Inc., and best-selling author are just a few of the highlights on his resumé. *Selling at Mach 1* was a 1994 Business Book of the Year selection, and the Wall Street Journal recently named *Remember This Titan* as an All-Time Best Pick. He holds a BA from the University of Florida and a Masters in Systems Management from the University of Southern California.

Sullivan's wit, extensive experience, and thorough understanding of what it takes to sell and to lead others enables him to deliver his exhilarating message with crystal clarity at a speed that borders on the supersonic.

#### Comments about Steve Sullivan:

"Wow! Our people can't stop talking about the most relevant two hours of their educational life."

—Peter FioRito, Vice President-Sales,  
IBM Global Services

"Extraordinary! People left the best meeting we've ever had, ready to take on the world."

—Tony Petrelli, Vice President Marketing,  
Packaging Corporation of America

"Steve Sullivan has mastered it all."

— Tom Becket, Director, Yale University



#### Special Conference Gifts

Full conference attendees will be given Sullivan's books, *Selling at Mach 1* and *Leading at Mach 2*, a \$40 value!

Those attending the Sales Manager's Pre-Conference only will receive *Leading at Mach 2*. Those attending the second day only will receive *Selling at Mach 1*.



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A NEW GENERATION OF LEADERS