

2018 SALES Conference

Wednesday • February 21 8 a.m. - 2:30 p.m.
Florian Gardens, 2340 Lorch Ave, Eau Claire

The Chamber will present its fourth annual Sales Conference to help sales and marketing professionals learn new tips, discuss different strategies and refresh ideas to help boost their sales performance. From seasoned sales professionals to those just starting their careers, this conference will empower them with better tools to make this their best sales year ever!

Conference includes the opening keynote session, four different breakout sessions and a Progressive Power Lunch! Jerry Kollross of UW-Eau Claire will kick off the conference with a keynote address, A Personal Sales Journey.

Welcome and Opening Keynote

8 – 8:30 a.m.

A Personal Sales Journey

by Jerry Kollross of UW-Eau Claire

This short keynote presentation will include a historical perspective on how professional sales theory has changed and how it has remained the same over the years. Jerry Kollross will discuss how selling is an extension of one's own personality and experiences and will share the evolution of his own personal sales philosophy and tactics.

Kollross has been a senior lecturer at UW-Eau Claire and UW-Stout for the past 12 years. Prior to entering academia, he was a national sales manager for a national display manufacturer. He also owned a promotional products company, Top Golf Products, for 15 years. Kollross currently teaches in the Marketing Department at UW-Eau Claire and in the Marketing Minor program at the University of Arizona.

Agenda at a glance:

8 – 8:30 a.m.	Welcome and Opening Keynote
8:30 – 9:30 a.m.	Breakout Session 1
9:30 – 9:45 a.m.	Break
9:45 – 10:45 a.m.	Breakout Session 2
10:45 – 11 a.m.	Break
11 a.m. – Noon	Breakout Session 3
Noon – 1:30 p.m.	Progressive Power Networking Lunch
1:30 – 2:30 p.m.	Breakout Session 4

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Breakout Session 1: 8:30 - 9:30 a.m.

After the keynote address, attendees will have the opportunity to attend the following breakout sessions:

Primrose Room

It's Not What You Sell, It's Who You Are and What You Believe

by Katelyn Hammerbeck of Fit Lab Nutrition

This session will teach the principles of how to be successful in any area of business, regardless of circumstances. We are in the business of people – and people do not like to be sold, yet everyone loves to buy. So how do we build relationships, cultivate retention and get people to buy from us and not our competition? That's exactly what will be shared at this session.

Katelyn Harrington is a wellness coach and independent Herbalife distributor with Fit Lab Nutrition located in Eau Claire. She has been in sales for more than seven years, a habitual Top Producer and has achieved the 1 Million Lifetime Achievement award with Herbalife, averaging over \$13,000 in monthly sales over the past seven years.

Katelyn holds a bachelor's degree in nursing from the College of St. Scholastica and has no formal education in sales, business or marketing. Yes, that is correct — and she believes that you can do anything you set your mind to. The only thing that limits us is what goes on in the space between our two ears.

Grand Trillium Room

SPIN Questioning Techniques with Demonstrations

by Jerry Kollross of UW-Eau Claire

Neil Rackham authored the book *SPIN Selling* in 1988. Today his selling questioning techniques are used across the globe in almost every industry. The SPIN questioning techniques is a “hurt and rescue” approach to selling. There is no place for “product puking” in this approach. You find your customers problem and “hurt” them by exposing the things that might happen if the problem is not resolved. Then, you rescue them with your product or service during the presentation. At this session, you'll learn more about the SPIN questioning process including the four question types and how to use them.

Jerry Kollross, who also will be presenting the keynote session, has been a senior lecturer at UW-Eau Claire and UW-Stout for the past 12 years. Prior to entering academia, he was a national sales manager for a national display manufacturer. He also owned a promotional products company, Top Golf Products, for 15 years. Kollross currently teaches in the Marketing Department at UW-Eau Claire and in the Marketing Minor program at the University of Arizona.

Silverleaf Room

How to Get in the Door!

by Scott Montesano of Eau Claire Express

This presentation will focus on “getting in the door” and beginning the sales process with a client. This session will touch on prospecting, the cold call and making an educated sales pitch without the need for the client-needs analysis.

Attendees will be shown traditional methods that remain useful and also the new “trigger” words that are necessary today. We also will discuss using email effectively to cold call businesses.

Scott Montesano has 20 years of experience working in the sports industry as both a radio announcer and sales professional. He has worked in both minor league baseball and hockey throughout the country from Maine, Vermont, North Dakota, Iowa, Michigan and Wisconsin. From 2006-2010, he was the radio announcer for the Eau Claire Express. In 2016, he returned to Eau Claire to head the Express' new corporate sales strategy.

Networking & Break: 9:30 - 9:45 a.m.

Breakout Session 2: 9:45 - 10:45 a.m.

Primrose Room

Ditch the Sleaze – How to Market and Actually Feel GOOD About It

by Renee Sommer, Owner of Best Life Coaching

You don't want to trick people out of their money. You don't want to play on their insecurities and worst fears. You want to inspire, empower and support them.

Marketing gets a bad rap, but when you find your TRUE, authentic marketing voice, nothing can stop you. Attendees will learn a new way to look at marketing, how to get over themselves and get visible and just how easy (and fulfilling it is) to market with their heart. They'll walk away with practical tips that they can start implementing now in their business in order to increase sales, land their dream clients and still go to sleep at night proud of how they did it.

Renee Sommer is the owner of Renee Sommer LLC, Alabaster Sommer and a photography business. She's passionate about helping entrepreneurs tackle their mindset issues, their practical hang-ups and their big fears in order to launch, scale and master the business of their dreams. She considers herself a reformed social media marketer and a recovering Negative Nelly. She understands the deep power of a positive mindset, what it takes to launch and scale a business and how to jump start the creative juices that are locked deep, deep inside someone's heart.

Grand Trillium Room

Satisfied Stinks: The Power of Emotional Connections

by Paul LaPree of Miron Construction

Satisfied Stinks is an informative, sometimes humorous examination of the power of connecting on an emotional level with your clients. We examine successful companies such as Apple, Disney, IBM and even delve into how the human brain works. What drives decision making is not what you think and is what most sales people miss.

In this session, we'll provide reliable data from leading research firms, talk about paradigm shifts in corporate sales approaches to provide an informative and simple approach to landing more sales. We'll even provide three easy steps to follow to improve your sales performance, three steps that anyone can do and they don't cost a thing! Whether you are a sales veteran or just getting your sales career started, Satisfied Stinks will provide you the tools you need to succeed.

Paul LaPree is vice president of business development for Miron Construction. He brings more than 35 years of sales experience selling everything from athletic equipment to buildings. As a business owner, LaPree doubled sales in his company in the first four years and averaged 12 percent growth annually compared to an industry standard of four percent. Following the merger of his printing company with his largest competitor, LaPree wanted a new challenge and entered the world of commercial construction. This year, in only his second year working in the field of construction, LaPree produced more than \$80 million in sales!

Learn more by attending Satisfied Stinks: the Power of Emotional Connections.

Silverleaf Room

Learning Why People Buy

by Heather Rothbauer-Wanish of Feather Communications and Jaime Adam of Keystone Strategy Group

As business owners and employees, we are all in sales – every single day. Learning “why” people buy is much more important to understand than “what” they buy. This is the key to closing more sales and ensuring that your relationship with that customer is strong so you retain them. Ultimately, any business has one goal: more sales. During this session, we will identify four different “buying personalities” and learn strategies for relating to each one.

Dr. Heather Rothbauer-Wanish, owner of Feather Communications, has worked with more than 2,000 job seekers to develop on-target resumes for today's marketplace. Her passion is helping clients land their dream jobs. With a strong educational background, including a doctorate in organization and management, she has a passion for delivering workshops on leadership, emotional intelligence and job-seeking methods.

Jaime Adam spent more than 12 years in a Fortune 500 company working on strategy and enterprise transformations. Today, she owns two companies focused on helping companies build scalable and sustainable growth. As CEO of Keystone Strategy Group, she partners with organizations to align sales and revenue strategies for their businesses.

Breakout Session 3: 11 a.m. - NOON

Primrose Room

SEMINAR-TBD

Grand Trillium Room

Understanding and Addressing the Needs of Your Customers

by Jessica Gardner, MBA of UW-Eau Claire

In this session, you'll learn how to understand and address the needs of your customers.

We'll discuss how to:

- Prospect and qualify your leads.
- The importance of researching the individual and/or business.
- Build rapport and set a positive first impression.
- Identify the specific needs of each unique customer.
- Adapt to different types of customers.
- Welcome and handle objections.
- Close the deal with a win-win.

Jessica Gardner is the assistant director of The Center for Sales and Sales Management at UW-Eau Claire where she also is a lecturer of marketing and coach for the Blugold Sales Team. Gardner started her career in sales and has a combined eight years of sales experience, most of which was in the pharmaceutical industry.

She currently teaches sales courses at UW-Eau Claire and has taught marketing courses for over six years. Courses she has taught include Principles of Marketing, Integrated Marketing Communication, Non-Profit Marketing, Professional Selling and Advanced Sales.

Gardner is the coach of the Blugold Sales Team, which has more than 35 student members who represent UW-Eau Claire at sales competitions around the nation. Attending sales educator conferences, being a member of Sales Educator's Academy and being a full member of the University Sales Center Alliance (USCA) has helped keep UW-Eau Claire's sales program as one of the top in the nation.

Silverleaf Room

How to Balance Our Sales Role and WIN!

by Phil Swiler of Loffler Business

How does a career sales person handle and balance all the roles we play every day? In a given day, we are sales people, account managers, customer advocates, bill collectors and more. Using clean internal processes and technology, we can sell more.

This session provides an open discussion about the overall scope of what we have to do with regards to sales operations, sales balance and how it effects your success. Without a daily and weekly plan, as well as understanding your internal sales processes, guidelines and agreements, a sales person can get side tracked for quality time! In this session, we will explore how we can maximize results and find time for all the other things we need to as sales people. In this session, we will take a real world scenario, identify all of the roles we play and figure out a sales operation plan allowing us to sell more. Not to be confused with sales process, this session pulls in the internal side of the sale as well, fostering ideas for sales operations as to where to spend our time together.

Phil Swiler has more than 25 years of real world experience in sales operations, human resources, project management, management, sales, marketing, customer care and training. Over his career, Swiler has hired, trained and coached more than 200 field sales professionals with positive results. Currently, he is a strategic account executive with Loffler Companies. His current responsibilities are to manage both medium business and enterprise accounts (over 200) within the Chippewa Valley and Northern Wisconsin. Also with Loffler, he is responsible for growing a newer territory, by building strong business relationships.

Progressive Power Networking Lunch

Grand Trillium Room: Noon-1:30 p.m.

We'll take a break from breakout session with a fast-paced networking lunch. The Progressive Power Lunch is an easy way to make contacts fast. Here's how it works: attendees will be assigned to a different table for each course of lunch (salad, entrée and dessert.) At each table, everyone will be asked to share business cards and give a short infomercial on their business/services. By the time lunch is over, each attendee will have gained 15+ business contacts. Be sure to bring plenty of business cards!

Breakout Session 4: 1:30 p.m. - 2:30 p.m.

Primrose Room

Sales Made Simple

by Angela Kjellberg of Care Partners –
Country Terrace Assisted Living

Learn how to use the skills you already have to be comfortable in selling your product, services or industry. These skills are within all of us. Learn how to best utilize these skills within your comfort level. Simple ideas will be shared to get you started on selling your product, service or industry making the most out of your connections.

Angelia Kjellberg is the director of marketing for Care Partners/Country Terrace Assisted Living. She received a bachelor's degree in medical sales from the College of St. Catherine. Kjellberg oversees Western Wisconsin's sales, marketing, business development, community relations and education on assisted living services. She also serves as the chair of the Chippewa Valley Family Caregiver Alliance and the Chippewa Valley Assisted Living Association.

Grand Trillium Room

Ain't Nothing Like the Real Thing, Baby – Using Rapid Prototypes to Capture and Keep Customer Attention

by Jason Pecor of Alorium Technology

There was a time when a slick PowerPoint slide deck created a sense of tech savvy and sales presentation prowess that wowed customers and left them in a state of awe and wonder, eating the sweet morsels of your product pitch with eager anticipation. But those days are gone. Let's face it, everyone has experienced "Death by PowerPoint."

Today, we have technology that allows us to create rapid prototypes of proposed customer software solutions, websites, audio/visual products and even physical hardware concepts with relative ease. The impact to your clients when they get to actually see and experience a real version of their idea can result in a level of favor toward your solution that is simply unmatched by any collection of slides. This talk will introduce the idea of developing rapid prototypes for sales and share some tools and techniques that can be used to move beyond the PowerPoint and into the realm of simple yet often very effective rapid prototypes.

Jason Pecor is responsible for product management, marketing and business development at Alorium Technology, an Eau Claire-based high tech company focused on embedded computing solutions for the industrial lot, high-tech startups and advanced makers. Pecor's career started at Rockwell Collins in Cedar Rapids, Iowa as a project engineer and FPGA designer. He moved to Eau Claire in 1998 to join Silicon Logic Engineering and spent the next 15 years focused on ASIC design verification, project management, IP product management and business development.

Silverleaf Room

60 Ideas in 60 Minutes

Audience Participation Seminar

Looking for new sales strategies? Want to know how to get referrals? Maybe you have the best technique to motivate your sales team. Bring your ideas, suggestions and strategies to this breakout session and share your advice with other attendees.

During this fast-paced session, the audience will be asked to share a few tips with the rest of the group. They can be big or small ideas and can be on anything related to sales. We'll try to get through as many tips as possible, and you'll leave with 60 ideas (or as many as we can get through) of new methods to implement back in the office. The person who shares the best tip will win a prize!

Register

Cost to attend is **\$79** for Chamber members and **\$109** for non-members and includes the keynote presentation, breakout sessions and the Progressive Power Lunch. To register, visit www.eauclairechamber.org, click the **Register Here** button or call the Chamber office at **715-834-1204**. Registration deadline is **Monday, February 19**.

[Register Here](#)