



SALES PERFORMANCE INTERNATIONAL

Customer Success Conference • 2018

Event Details

Date: April 12-13, 2018

Location: SPI Corporate Headquarters
6201 Fairview Road Ste 400
Charlotte, NC 28210

Duration: 1.5 Days

- Agenda:**
- Customers Sharing Experience
 - Break-out Sessions
 - Networking
 - Guest Speakers

Agenda

Day 1: Thursday, April 12th

Start	End	Topic	Presenter
8:00	9:00	Breakfast, Networking, Tour of SPI Office	SPI Team
9:00	9:30	Kickoff and Introductions	Tim Sullivan
9:30	10:30	Deloitte Human Capital Trends - Impacts on Employee Engagement, Talent Selection and Development	Keather Synder - Deloitte
10:30	11:00	Morning Break/Networking	
11:00	12:00	Strategic Account Management	John Gardner - Emerson
12:00	1:00	Lunch/Networking	All
1:00	2:00	Aligning Strategy and Goals to Training Investment	SPI Team
2:00	3:00	Best Practices for Driving Sales Process	Raymond Ivory - Blackbaud
3:00	3:30	Afternoon Break/Networking	All
3:30	4:30	Adoption, Reinforcement and Certification	Brad Thurman - ReturnPath
4:30	5:30	Group Discussion/Activity - Adoption and Change Management	Table Teams
5:30	6:10	Wine and Cheese Social with SPI Team	Meet the SPI Team
6:45	8:45	Dinner	All

Recommended Hotels

(Travel & Lodging NOT included)

- [Marriott Renaissance SouthPark](#)
5501 Carnegie Blvd
704-501-2510
- [Marriott Residence Inn SouthPark](#)
6030 Piedmont Row Drive
704-554-7001
- [Marriott Courtyard SouthPark](#)
6023 Park South Drive
704-552-7333

Day 2: Friday, April 13th

Start	End	Topic	Presenter
8:00	9:00	Breakfast, Networking	All
9:00	9:10	Kick off Day 2	All
9:10	10:10	Guest Speaker - Loyalty	James Kane
10:10	10:40	Morning Break/Networking	All
10:40	11:40	Sales Management	Deva Rangarajan
11:40	12:40	Solution Selling AI	Robert Kear
12:40	1:00	Debrief/Feedback	Tim Sullivan
1:00	2:30	Lunch/Networking	All

Event Speaker Bios



Raymond Ivory – Blackbaud

Manager, Operational Excellence-Sales Enablement

His day-to-day responsibilities include the ownership and operationalization of all things “sales process”—for the methodology his Account Executives use to qualify opportunities and advance them through the sales cycle—to the functional “process” of doing the job of an Account Executive or Sales Manager (CRM use and adoption, CPQ configuration, and the administration of a “playbook” for how to be an effective sales manager).



Brad Thurman – Return Path

Director, Sales Effectiveness

Provides development, design, and delivery of sales training for a global team of sales executives, sales managers and service professionals to identify and close new business opportunities, and to up-sell and cross-sell existing customers. Designs and delivers just-in-time customized training, to ensure that sales new hires have a successful transition to Return Path. He is certified in Solution Selling® and has trained over 100 Return Path sales reps.



Keather Snyder

Vice President Worldwide Sales | Bersin (Deloitte Consulting)

Keather Snyder leads the Bersin by Deloitte, Deloitte Consulting LLP sales organization. Keather brings more than 25 years of experience in the Human Capital industry. She holds a Bachelor’s of Science degree in Marketing/Advertising and a minor in German studies from Ferris State University. She did post-graduate studies toward a completion of an MBA in International Business at Baldwin-Wallace University.



John Gardner – Formerly Emerson

In his role at Emerson, John had global leadership and set the direction for the Global Strategic Accounts Program across the Process Group. Under John’s Leadership, The Global Strategic Accounts Program has grown by a Growth Factor of 5X over past 5 years with the same number of total Strategic Accounts and now represents over 45% of the Total Process Group Sales. The Program was recognized in 2012 as the SAMA [Strategic Account Management Association] Global Strategic Account Program of the Year [POY] Award Winner.



James Kane – Loyalty Expert

James Kane helps organizations build and maintain business relationships by outlining the essential loyalty-building behaviors that promote unwavering and unlimited support from customers. Bridging the gap between science and business, Kane takes audiences on an unforgettable journey into the human brain and the science behind true loyalty and human relationships, offering extraordinary insight into developing the kind of loyalty that every person, leader, and organization strives to attain. James Kane has shared keynoting duties at global events with US Presidents George W. Bush and Bill Clinton, Hillary Clinton, Sir Richard Branson, Malcolm Gladwell, Jack Welch, Sara Blakely, Thomas Friedman, Seth Godin, and Warren Buffet, among other leading, business, political, and thought leaders.