

2016 PSA & PRO Sales Conference Agenda

Tuesday, February 16	Pre Conference Training - Must Register in Advance									
7:00 - 5:00	Dual Branded - Success Selling Training									
8:30 - 5:00	QLAB Mobile Basics									
10:00 - 3:30	QLAB 2.0 In Office (QIO) Basics									
4:00 - 5:30	QLAB Best Practices 7 New Enhancements									
Wednesday, February 17	Registration/Information Desk 6am - 6pm									
Appointment Only	QLAB One-on-one Training									
6:30 - 7:30	Breakfast									
7:30 - 8:00	Wes Lucas									
8:00 - 10:15	Corporate Executive Board (CEB)									
10:15 - 10:30	Break									
10:30 - 12:00	Corporate Executive Board (CEB)									
12:00 - 1:00	Lunch									
1:00 - 1:30	David Powell, John Pierce									
1:30 - 2:30					Part One					
	Corporate Marketing – New & Existing Tools Violette Sieczka	Working with Operations Jeff Offutt	Sales Management David Powell	Consumer Products Ryan Kohnen/Ron Sumner	Sales Leadership – Effecting Successful Sales Management in your organization CEB	Lead Generation Patrick Redmond	International Sales Panel Deb Wonson & Dan Dunleavy	SIRVA Relocation Maureen McMenamin		
2:30 - 3:30					Part Two					
	SIRVA Relocation Maureen McMenamin	Pricing for 2016 Ron Sumner	Time Management David Powell	Sales Leadership – Effecting Successful Sales Management in your organization CEB	Reputation Management Patrick Redmond	Moving Extras John Kulka	Working with Operations Jeff Offutt	Corporate Marketing – New & Existing Tools Laura McKay		
3:30 - 3:45	Break									
3:45 - 4:45										
	Salesforce.com and lead development/tracking Jay Kuczka & Heather Glenn	International Sales Panel Deb Wonson & Dan Dunleavy	Moving Extras John Kulka	Top Consumer Sales Panel TBD	Sales Management David Powell	“Effective Use of Social Media” Jason Wolfe, Wolfe Solutions	Pricing for 2016 Ron Sumner	National Accounts 101 John Anderson	QLAB Mobile Best Practices QLAB Team	
4:45 - 6:15	Exhibitors Meet and Greet with Beer, Wine & Soda Station									
	NETWORKING NIGHT EVENT - You must be PRE registered for this event. If you did not register for this event, you have free time this evening.									
Thursday, February 18	Registration/Information Desk 6:30am - 1:30pm									
Appointment Only	QLAB One on One Training									
7:00 - 8:30	Breakfast									
8:30 - 9:30										
	Lead Generation Patrick Redmond	Move Management/Move co-ordination Anita Haskin	Consumer Products Ryan Kohnen/Ron Sumner	“Effective Use of Social Media” Jason Wolfe, Wolfe Solutions	Sales Management David Powell	Marketing for 2016 Laura McKay	Top Consumer Sales Panel TBD	Selling into GPO's John Anderson	QLAB Mobile Best Practices QLAB Team	
9:30 - 10:30										
	Selling into GPO's Jay Kuczka	Lead Generation Patrick Redmond	Consumer Marketing Violette Sieczka	International Sales Panel Deb Wonson & Dan Dunleavy	Consumer Products Ryan Kohnen/Ron Sumner	Time Management David Powell	Working with Operations Jeff Offutt	National Accounts 101 John Anderson	QLAB Mobile Recent Enhancements QLAB Team	
10:30 - 10:45	Break									
10:45 - 11:45										
		Working with Operations Jeff Offutt	Benefits of Using LinkedIn LinkedIn	Reputation Management Patrick Redmond	Time Management David Powell	Moving Extras John Kulka	International Sales Panel Deb Wonson & Dan Dunleavy	Salesforce.com and Lead Development/Tracking John Anderson & Heather Glenn	QLAB: Efficiencies & Cost Reduction for Your Agency Vasil Chapla & Ron Sumner	
11:45 - 1:00	Lunch & CMC & COIC Testing									
1:00 - 2:00										
	Corporate Selling Peer Group Open Forum Jay Kuczka Moderator	Higher Visibility		Sales Management David Powell	Lead Generation Patrick Redmond	Pricing for 2016 Ron Sumner	Move Management/Move co-ordination Anita Haskin	Benefits of Using LinkedIn LinkedIn	QLAB 2.0 Overview QLAB Team	
2:00 - 2:30	Matt Gontermann									
2:30 - 2:45	Break									
2:45 - 3:45										
	Time Management David Powell		Move Management/Move co-ordination Anita Haskin	UpSell/Cross Sell – National O&I John Anderson	Higher Visibility	Consumer Products Ryan Kohnen/Ron Sumner	International Corporate Sales Mike Smith	QLAB 2.0 Overview QLAB Team		
3:45 - 4:45										
	International Corporate Sales Mike Smith	Pricing for 2016 Ron Sumner	Valuation Penetration Dan Ysseldyke		Valuation Penetration NAVL RVP's		Move Management/Move co-ordination Anita Haskin	Selling the National O&I Account: Client Case Study John Anderson	QLAB: Efficiencies & Cost Reduction for Your Agency Vasil Chapla & Ron Sumner	
6:00 - 7:00	Dual Branded Cocktail Reception									
7:00 - 9:00	North American Awards Banquet									
7:00 - 9:00	Allied Awards Banquet									