

# Attention CEO's & Business Owners!

## Refocus your company's sales department

An **Allied Executives** symposium

Panel discussion with master sales practitioners, trainers & consultants



- What changes do companies need to make with how revenue is generated based on the effects of the economy.
- How do companies achieve sales growth when the buyer decision-making process and climate has changed so significantly.
- What are the best sales strategies and practices for today's business environment.

### Are you prepared to REFOCUS your sales department?

**This event is for CEO's and Business Owner's to address the following:**

Sales people, Sales Management, Recruiting, Placement, Training, Marketing, Planning, Compensation, Sales process, Sales story, Sales pipeline, Forecast, Communication, Motivation, Accountability...

**WHEN:** **Tuesday, November 3rd @ 1:00PM**  
 1:00-1:30 Check-in  
 1:30-3:30 Symposium Event  
 3:30-6:00 Network-Happy Hour—hors d'oeuvres

**WHERE:** **Prom Center 484 Inwood Ave Oakdale, MN 55128**

**REGISTRATION:** **Allied Executives Members Free**  
**Non Members**  
 \$50 Advanced Payment on-line at: [www.alliedexecutives.com](http://www.alliedexecutives.com) (Event Registration)  
 \$100 At The Door (Cash or Check-Only)



*Grow Your Business*   **ALLIED EXECUTIVES**   *Developing Leaders*  
*Grow Your Wealth*   *Developing Companies*  
*Grow Your Self*   *Developing Opportunities*

**Uniting Business Owners For Professional Growth Through Peer Groups And Educational Workshops**

## Event Moderator



### John P. Palen, Founder & CEO—Allied Executives

Allied Executives is a peer learning process for CEO's & Executives. John has owned several companies, has been a hired CEO, has worked for a National consulting firm designing and selling consulting services and as National Sales Trainer. John has also been a coach, consultant, confidant and trainer working and learning with hundreds of CEO's and companies.

## Event Panelists



### Carla R. Anderson, Founder & President—C. Anderson Associates, Sales Executive Search

C. Anderson Associates is an Executive Search firm that specializes exclusively in the placement of Sales, Sales Management and business Development Professionals. She works with CEO's and Sales Leaders to build strong sales teams. Carla was the V.P. of Sales for an internet development and integration company, helped transition a private company into a publically traded national corporation.



### Danita Bye, Founder & CEO—Sales Growth Specialists

Her unique Fortune 100-turned-entrepreneurial experience allows this respected Sales Turnaround Sales Specialist a real world perspective valued by CEO's want to take their sales team's performance to the next level. She has worked with over 50 presidents and CEO's to help them build high-performance sales cultures that achieve growth objectives and bottom-line results.



### Dan Metzger, Chairman & CEO—OppSource.com, Inc.

As a proven sales and marketing leader with more than 30 years of experience helping organizations identify, implement, and execute go-to-market strategies that drive growth. His current endeavors involve helping high-technology companies make a transition to Opportunity Creation 2.0™, a new and innovative way to drive sales effectiveness and optimization in the age of the internet.



### John Hastings, Vice President of Sales—Loffler Companies, Inc.

Loffler is a fast-growing locally owned office equipment dealership that specializes in hardware and software integrated solutions. As a member of Loffler's senior team, John has built a strong and loyal sales force by focusing on the role of the sales manager. John's strengths are in the areas of sales, communication, and leadership.



### Mark Philion, Director of Sales—Bellcomb Technologies, Inc.

Mark Philion has held P&L responsibility in both Sales and Manufacturing positions over the past twenty five years. Mark's experience runs the gamut, from private mid-sized companies to Fortune 500s. Mark holds a B.S. and M.B.A degrees and is committed to a lifelong plan for ongoing development of personal and professional skills.



### Terry Slattery, CEO—Slattery Sales Group, Inc.

Terry developed value differentiation strategies for clients in more than 100 industries, re-engineered their sales processes, and trained and coached executive and sales management and their organizations. He has helped all of them—from home-based enterprises to Fortune 100 companies—increase their top-line revenue and decrease their selling costs.

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