



MERCATO SALES SUMMIT 2010

DAY ONE *February 4, 2010*

Grand Salon

8:30 am - 9:30 am Breakfast Buffet

8:30 am - 4:00 pm Registration Desk Open

9:00 am - 9:50 am **WELCOME:**

Alan Hall

Mercato Partners founder and Managing Director
former CEO and Chairman of MarketStar Corp.

MORNING KEYNOTE SPEAKER:

Keith Rosen

Author of *Coaching Sales People into Sales Champions*
2009 Sales Education Leader of the Year and President of Profit Builders

DIRECT SALES *Murano Garden Salon*

CHANNEL SALES *Venezia Garden Salon*

10:00 am - 10:45 am

**CRACKING THE CODE: WHY BUYERS BUY
FROM YOU--AND WHY THEY DON'T**

Speaker:

Ken Allred

Founder & CEO
Primary Intelligence

**LEVERAGING YOUR PARTNERSHIPS
FOR SUCCESS**

Speaker:

David Forsberg

Executive Vice President,
Sales & Business Development
MarketStar Corp.

10:50 am - 11:45 am

**BUILDING AND OPTIMIZING YOUR
SALES FORCE**

Moderator:

Carla Meine

Managing Director, VAST
Founder & former CEO,
O'CurranTeleservices

Panelists:

Richard J. Dean

Managing Director
Waverly Partners

Gary Rhodes

Professor of Marketing
Brigham Young University

Keith Rosen

Author of *Coaching People into Sales
Champions*

Dennis Wood

Director of Operations and HR
Fusion-io

**BUILDING AND OPTIMIZING YOUR
SALES FORCE IN THE CHANNEL**

Moderator:

Michelle Gunter

Vice President and General Manager
MarketStar HP Program

Panelists:

Carine Clark

Senior VP and CMO
Symantec

Rick Gibney

Gibney & Company
former SVP of Sales, CSO DataMyte

Kimberley A. Jones

Founder and CEO
Vérité, Inc.

Shawn McLaren

Chairman
ConnectAndSell

DAY ONE *Continued*

DIRECT SALES *Murano Garden Salon*

11:45 am - 12:30 pm

IGNITING YOUR SALES EXECUTION STRATEGIES AND PROCESS

Speaker:

Rob Jeppsen

Author of *Value Engineering*
Senior VP Commercial Sales
Zions Bank

CHANNEL SALES *Venezia Garden Salon*

IGNITING YOUR SALES EXECUTION STRATEGIES AND PROCESS

Speaker:

Shirley Turner

Black Lab Marketing
former Director of Channel Marketing
Intel

Grand Salon

12:30 pm - 2:00 pm

LUNCH AND KEYNOTE SPEAKER: ACHIEVING GROWTH THROUGH PARTNERING

Donn Atkins

Senior Partner, Paramount Global Partners
former VP Worldwide Sales and Marketing IBM Software Group and
General Manager Worldwide Business Partners, IBM

2:00 pm - 2:50 pm

WHERE MARKETING & SALES COLLIDE

Speaker:

Mark Hurst

Partner
Sprout Marketing

BRANDING THE SALES EXPERIENCE - ALIGNING YOUR CULTURE TO YOUR BRAND

Speaker:

Michelle Gunter

Vice President and General Manager
MarketStar HP Program

Grand Ballroom A

3:00 pm - 3:50 pm

THE NEW SOCIAL MEDIA

Moderator:

Cyndi Tetro

Chief Marketing Officer
Family Link

Panelists:

Steve Affleck

Sr. Director of Sales
Omniture

Mike Harnish

National Sales Manager
Commission Junction, a division of ValueClick

Tony Zito

CEO
MediaForge

Jason Weidner

Group Marketing Director
TrueAction

4:00 pm - 5:00 pm

POWER NETWORKING

6:00 pm - 6:30 pm

Cocktails and Hors d'oeuvres

6:30 pm - 8:30pm

Dinner and Presentation

DAY TWO *February 5, 2010*

Grand Salon

- 8:30 am - 9:30 am** Continental Breakfast
8:30 am - 12:30 pm Registration and Activity Desk Open
9:00 am - 9:50 am **SALES EXCELLENCE CASE STUDIES**

PRESENTERS:

Rick Alden

Founder and CEO

Skullcandy

#14 on the 2009 INC 500 List
Consumer Products & Services
Founded in 2003
Growth Rate: 6,251.6%
2005 Revenue: \$1.3 Million
2008 Revenue: \$85.5 Million
Employees: 56

Brian Goler

VP of Marketing

oDesk

#110 on the 2009 INC 500 List
IT Services
Founded in 2002
Growth Rate: 1,470.2%
2005 Revenue: \$2.1 Million
2008 Revenue: \$33.6 Million
Employees: 22

- 10:00 am - 11:00 am** **MORNING KEYNOTE SPEAKER:**

Keith McFarland

Author of the *Breakthrough Company: How Everyday Companies Achieve Extraordinary Results* and *Bounce: Turning Tough Times into Triumph*

- 11:00 am - 11:30 am** Conference Wrap up
12:30 am Ski Shuttles Depart to Park City

