

## Sales Peer Group Markham

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### Group Mission:

Provide collaborative environment for shared learning of best practices in sales efficiency, effectiveness, and management.

### 2014/15 Theme: Fill Your Toolkit

What are the tools for success? This year's Sales Peer Group topics will focus on practical "How-to's" to help participants up their sales games. We will look at the new relationship with marketing, new prospecting tools like LinkedIn, and focus on sales performance skills and habits that drive results. Come join us to learn new ideas, reaffirm old principles, and share tips that are helping you make your numbers.

### This Month's Topic:

#### Sales & Marketing: How to Renew the Partnership

In the 80's, 90's, and even in the early 00's sales and marketing did not have to get along. In fact, many times sales could ignore marketing, but not anymore. With the Internet, social media, and changing dynamics of how customers buy sales and marketing have to get along. It is time to renew the partnership. Join us this month to discuss how things have changed, and the opportunities that will come from working together.

### Program Structure:

- 8:00 a.m. Participant Introductions
- 8:10 a.m. Topic Presentation
- 9:00 a.m. Q & A or Topics from the Floor

### September Location:

Markham Convergence Centre  
7271 Warden Avenue Markham, ON

### Schedule:

Topic	Month
Sales & Marketing: How to Renew the Partnership	Sep
How to Use LinkedIn to Grow Your Sales	Oct
5 Skills Every Salesperson Should Master	Nov
<b>(No Meeting)</b>	<b>Dec</b>
How to Build a Winning Sales Plan for 2015	Jan
Make it Sticky- for Reps: last longer - for Owners: keep them longer	Feb
Does anyone still Pitch in Elevators, or is this idea dead?	Mar
Sales Process Workshop: Walkout with a plan	Apr
How to Become a Presentation Genius	May
How Prospect Profiling Helps Drive Success	Jun