

February 3, 2012 at The Marriott Courtyard at The Philadelphia Airport



Todd Cohen

Spend a morning with two nationally recognized sales and customer relationship management thought leaders right here in Philadelphia.

You'll laugh.
You'll learn.
And you'll walk away with the latest trends and best ideas for increasing your sales this year.



Gene Marks

**TRANSFORM
YOUR SALES CULTURE**

BOOK NOW

DON'T MISS IT

**UPGRADE
YOUR SALES TECHNOLOGY**

**& INCREASE
YOUR SALES**



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SOME OF THE TOPICS TODD AND GENE WILL COVER:

- ✓ How to generate greater impact from your sales incentive and compensation plans.
- ✓ How to plan for and create a sales culture and not just a sales team!
- ✓ How to convert your customer relationship system from a "glorified rolodex" to a productive sales and marketing system.
- ✓ Which emerging sales and marketing technologies you should consider this year.

TODD COHEN works with all professionals who want to create a sales culture so that more sales happen. Since 1984, Todd has coached and led sales teams to deliver more than \$500 million in revenue for leading companies including Xerox, Gartner Group, Pensare, Thomson-Reuters, and LexisNexis. Todd is a frequent keynote speaker at sales conferences and national association meetings and his Sales Culture Workshops™ have been met with wide acclaim. His book on sales culture *Everyone's In Sales* was published in July 2011 and Todd has hosted his own radio show "Let's Talk Sales Culture." He is a professional member of the National Speakers Association, and the President-elect of the NSA Philadelphia chapter, and he serves as chair of the Sales and Marketing group of the Greater Philadelphia Senior Executives Group.

GENE MARKS is nationally recognized speaker, author and columnist on Customer Relationship Management topics. He writes weekly for the New York Times and Forbes and bi-weekly for American City Business Journals (including the popular Penny Pincher's Almanac for The Philadelphia Business Journal) and The Huffington Post. Gene frequently appears on Fox News, Fox Business, MSNBC and CNBC, as well as radio outlets around the country discussing customer relationship management trends affecting businesses. Gene is the author of five best selling books and runs The Marks Group, a ten person consulting firm based in Bala Cynwyd.

JOIN US **FEBRUARY 3, 2012**

The Marriott Courtyard at the Philadelphia Airport
8900 Bartram Avenue
Philadelphia PA 19153
8:30 AM to Noon

\$149 *continental breakfast included*

You will also receive Todd's book *Everyone's In Sales* and Gene's book *In God We Trust, Everyone Else Pays Cash*

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