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Agenda – 25 October 2023 Maslow Hotel, Sandton

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| 08:30 | | Arrival, Registration, Tea and Coffee |
| 09:00 | | Welcome and Introductions |
| 09:10 – 09:50 |  <p>E-mail: winstonn@lrmg.co.za</p> | <p>Hunter Mentality: How to get sales results in a tough economic environment Winston Nolan - Senior Sales Architect- LRMG Sales Optimisation</p> <p>In challenging times, sales success requires perseverance, adaptability, and a customer-centric approach. By adopting a hunter mentality and implementing new sales strategies, you can improve your chances of achieving sales results even in a tough economic environment. In this session we explore how to craft a compelling value proposition and create a sales funnel. Enter a “sales hunting system” that focusses on mindset, skillset and heart-set to boost your sales.</p> <p>Winston's passion is business growth and expansion. He has over 18 years' experience in sales and marketing and is the founder of The Sales Machine. Winston built his first multi-million-dollar business at the age 26. Now thirty-seven he has been instrumental in the growth of hundreds of companies - large and small by way of developing and implementing business growth plans. He is speaker, author, trainer and business growth expert. He currently holds the position as Senior Sales Architect- LRMG Sales Optimisation.</p> |
| 09:50 – 10:30 |  <p>E-mail: paul@humminglearn.com</p> | <p>I have developed great relationships, but why is the business not coming in? Paul Naidoo – International Sales Motivational Speaker</p> <p>Having great personal relationships is undoubtedly valuable in the world of business, but it's essential to recognize that personal connections alone may not be sufficient to attract and sustain business. This realization underscores the importance of cultivating business-specific relationships, which can be the missing piece of the puzzle in translating connections into tangible opportunities. Paul's perspective sheds light on the need for "level 5 relationships" characterized by high trust. These relationships extend beyond the surface level of personal familiarity and delve deep into the business context. They are rooted in trust and mutual benefit, and they play a pivotal role in mobilizing a stagnant pipeline.</p> <p>Paul Naidoo is a highly distinguished figure in the world of international sales, celebrated for his exceptional motivational speaking and bespoke sales masterclass expertise. He is also the visionary behind the Paul Naidoo Public Speaker Academy, an institution dedicated to nurturing the next generation of elite public speakers. With a career spanning over two decades, Paul Naidoo has evidently earned a reputation as a master in the art of sales.</p> |

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| <p>10:30 – 11:10</p> |  <p>E-mail: sbu@ theenablement.com</p> | <p>The ultimate urgency game plan Sibusiso Msomi – MD: The Sales Enablement Company</p> <p>Mastering the art of urgency is crucial in the world of sales. Without it, opportunities slip through our fingers and potential deals remain at a standstill. Yet, this begs the question - how can one ignite a sense of urgency in the sales process without succumbing to the cliché of a pushy and forceful salesperson?" Delegates will learn: How to quantify their prospects pain, How to ask impactful questions and the 3 warnings and how to use them.</p> <p>Sibusiso has a cumulative work experience of 20 years, the majority of which was acquired in various positions and disciplines in the Information Technology sector. Through his company The Sales Enablement Company he assesses, advises, trains and coaches on various sales disciplines from sales strategy to sales execution. His clientele varies from small and medium enterprises right through to Johannesburg Stock Exchange listed companies.</p> |
| <p>11:10 – 11:30</p> | | <p>Tea Break</p> |
| <p>11:30 – 12:00</p> |  <p>E-mail: kopanos@humanz.ai</p> | <p>Social Selling Skills in a digital world Kopano Shimange – Head of Talent and Creator Relationships: Humanz</p> <p>In this session we delve into the strategies, best practices, and tools that sales professionals can utilize across various social media platforms to maximize their sales effectiveness. The session will explore how sales teams can leverage platforms such as Facebook, Twitter, Instagram, and even emerging platforms that are gaining prominence in the sales arena.</p> <p>The session will include: Understanding the Fundamentals of Social Selling, Exploring the Social Media Landscape for Sales, Crafting an Effective Social Selling Strategy, Leveraging Social Listening and Insights and Integrating Social Selling into the Sales Process.</p> <p>Kopano Shimange is not just a Digital Entrepreneur with 13 years of communication experience and a proven track record as an online business and brand mentor to over 10,000 women in 51 countries, but she is also a dynamic and engaging speaker, able to engage with audiences across her range of experience. Kopano has a Post Graduate Diploma from TUKS in Corporate Communications and with a career that includes being an entrepreneur and valuable employee. With her experience as an online content creator and digital communicator, Kopano is an influencer and thought leader in her own right.</p> |
| <p>12:00 – 12:30</p> |  <p>E-mail: ray@raypatterson.co.za</p> | <p>Closing – Don't be afraid to ask for the business! Ray Patterson – Sales Trainer</p> <p>In this talk we will show you how to overcome the fear of closing by understanding that closing is not being manipulative or forceful but rather helping customers to make decisions that will be good for them and their business. Ray will give you a few tips and techniques that you can take away and start using immediately to become better at closing, asking for the business!</p> <p>Ray Patterson is a dynamic and passionate Sales Trainer and Keynote Speaker with a lifetime's experience in Sales and Sales Management. Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research. Ray still spends most of his time during the day working with salespeople, visiting customers, visiting suppliers, training, coaching and consulting. Ray believes that selling is the # 1 skill set in any organization and that: Nothing ever happens until a salesperson sells something!</p> |
| <p>12:30 – 13:00</p> |  <p>E-mail: mike@digitlab.co.za</p> | <p>Personal Branding and Sales on LinkedIn Mike Saunders – Owner & Founder: Digitlab</p> <p>Discover the secrets to mastering LinkedIn for personal branding and sales in our upcoming session, inspired by key lessons from Mike's book "Renowned." In just 30 minutes, we'll cover essential strategies to elevate your LinkedIn profile, craft impactful content, and use specialised tools for brand management. Whether you're in sales, entrepreneurship, or thought leadership, this presentation offers actionable insights to propel your career or business forward. Join us and unlock the full potential of LinkedIn for your personal and professional growth.</p> <p>Mike Saunders is widely respected as an expert in the digital marketing field and is an experienced and powerful presenter bringing over 10 years of digital business experience to the stage. Mike is the owner and founder of Durban based digital marketing agency, Digitlab.</p> |
| <p>13:00 – 13:45</p> | | <p>Lunch Break</p> |

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| <p>13:45 – 14:15</p> |  <p>E-mail: trudi@ congruence.co.za</p> | <p>Negotiating the Best Deal using Social Styles Trudi du Toit - Trainer Speaker Consultant</p> <p>Negotiation is an ever-present part of any sales process. It occurs informally during the sales process and more formally when proposals and agreements are on the table. Effective negotiating protects revenue and improves profit margins. If you want to improve profitability, compete on value rather than price, and enhance how customers perceive you, you're in the right place at the right time. It's no secret that people buy from people they like who make them feel comfortable. It's been proven that salespeople with the highest EQ are also the most successful.</p> <p>As an independent / freelance facilitator since 2006, Trudi has worked with various organisations, individuals and teams, at different levels, from different industries. She is an experienced and accomplished facilitator – flexible and versatile – able to deal with diverse audiences. As the project manager for Supervisory, Management and Leadership Empowerment, she develops and adjusts training material to meet the needs of delegates and organisations to ensure results and return on investment. She combines her experience in education and training with expertise in business (sales, marketing and management) to help organisations appoint, promote and develop the right people.</p> |
| <p>14:20 – 15:10</p> |  <p>E-mail: vineshrm3@ gmail.com <u>or</u> epic@ kickaverage.com</p> | <p>No Excuses: Whatever It Takes – Close! Vinesh Maharaj – Sale Conference Trainer, Coach and Speaker</p> <p>This talk is focused on assisting the salesperson to abandon excuses and commit to skilled actions that rewards excellence. “The close” is the most powerful skill any salesperson needs. These skills include setting the appointment, pitching, and presenting to ultimately closing the customer on signing the deal to getting paid. The deals are everywhere. They are on the table but are you “closed” on the idea of closing them for you and your company?</p> <p>Vinesh Maharaj, the Sales Coach who is taking business mindsets and sales results by storm. With over a decade of experience in the field, Vinesh has both insider knowledge and proven strategies to help you crush your sales goals. His dynamic and engaging presentations leave audiences fired up and ready to take next-level actions. With a passion for helping others succeed, Vinesh is known for his vibrant and engaging presentation style that motivates participants to win the war on sales.</p> |
| <p>15:10 – 15:30</p> |  | <p>Unlock Your Sales Success: Discover the Power of Inner and Outer Congruency Paul Naidoo – International Sales Motivational Speaker</p> <p>In the fast-paced world of sales, success isn't just about closing deals; it's about finding harmony within yourself and aligning it with your external efforts. In this session, Paul Naidoo is back to outline a roadmap to achieving not just sales excellence, but true happiness in your sales career. Join us on a transformative journey where you'll learn how to tap into your inner potential, boost your confidence, and master the art of selling with authenticity and integrity. This session will help you to radiate positivity, passion, and purpose in your interactions with clients and prospects.</p> |
| <p>15:30 – 16:00</p> | | <p>Q&A Panel – Lets address your sales challenges Panel: Mike Saunders, Trudi du Toit, Vinesh Maharaj, Paul Naidoo</p> <p>In this session, we would like to hear from you and address your burning sales questions and challenges.</p> |
| <p>16:00</p> | | <p>Afternoon tea / coffee, networking, departure.</p> |

NOTES:

Thank you for attending!

Please note: We reserve the right to make changes to the programme and line-up without prior notice.

Organiser: CADEK Media – Tel: 021 854 4700 – info@cadek.co.za