



Agenda – 23 October 2025
The Maslow Hotel, Sandton

08:30	Arrival / Registration
09:00	Welcome
09:10	The Mindset of a High-Performing Salesperson Larry Hodes – Entrepreneur, Business Coach, Leadership Facilitator
09:40	Competitive Combat: How to sell in the age of instant comparison Winston Nolan - Senior Sales Architect – LRMG Sales Optimisation
10:10	Sales Leadership in a modern world Niki Bush – Keynote Speaker
10:40	Get ahead in Sales & Negotiations Annie Olufuwa – Story’d Consultancy
11:15	Coffee / Tea Break
11:40	The Triple Advantage: Blending Sales Technique, Data Intelligence and Creative Execution for sales brilliance Pieter (Pete) Geyser: Growth & Strategy Lead Humanz
12:10	Technology for Smarter Selling Mike Saunders – Digitlab
12:40	How to persuade anybody to buy almost anything Jacques de Villiers – Sales Trainer
13:15	Lunch
14:00	The Psychology of Sales - Connect, Lead, and Close Shaquil Mohamed – Marketing and sales strategist, Entrepreneur, and Performance Coach
14:40	Below your iceberg: Breaking through the barriers to sales success Vraja Kishori - Certified Life Coach
15:00	Stay resilient and growth focused with a winning mentality Paul Naidoo – International Sales Motivational Speaker & Sales Enablement Specialist
15:50	Closing Remarks
16:00	Departure

Please note: We reserve the right to make changes to the programme and line-up without prior notice.
Registered delegates will receive a printed copy of the detailed final programme
at registration at the venue.

Organiser: CADEK Media – Tel: 021 854 4700 – Contact: Chris de Klerk – info@cadek.co.za