



## Agenda – 23 October 2025

### The Maslow Hotel, Sandton

08:30	Arrival / Registration
09:00	Welcome
09:10	<b>The Mindset of a High-Performing Salesperson</b> Larry Hodes – Entrepreneur, Business Coach, Leadership Facilitator
09:40	Where Marketing and Sales Collide: Turning Sales People Into Key Persons Of Influence. Darryl Conley-White – Founder: Market Magnet
10:10	<b>Technology for Smarter Selling</b> Mike Saunders – Digitlab
10:40	<b>An Introduction to Authentic Selling - Selling with Clarity, Integrity and Purpose</b> Gary Tintinger – The Sales Institute
11:15	Coffee / Tea Break
11:40	<b>The Leadership Advantage: Unlocking Performance in Sales and Management</b> Trudi du Toit – Keynote Speaker
12:10	<b>The Keys To Persuasion</b> Paul du Toit, CSP
12:40	<b>Mastering the Art of Connection: Essential Soft Skills for Sales Success</b> Mookho Mhlayivana – Sales Trainer
13:15	Lunch
14:00	<b>Competitive Combat: How to sell in the age of instant comparison</b> Winston Nolan - Senior Sales Architect – LRMG Sales Optimisation
14:40	<b>Below your iceberg: Breaking through the barriers to sales success</b> Vraja Kishori - Certified Life Coach
15:00	<b>Stay resilient and growth focused with a winning mentality</b> 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](mailto:info@cadek.co.za)