



SALES SUMMIT

Boost your sales

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	Where Marketing and Sales Collide: Turning Sales People Into Key Persons Of Influence. Darryl Conley-White – Founder: Market Magnet
10:10	Technology for Smarter Selling Mike Saunders – Digitlab
10:40	An Introduction to Authentic Selling - Selling with Clarity, Integrity and Purpose Gary Tintinger – The Sales Institute
11:15	Coffee / Tea Break
11:40	The Leadership Advantage: Unlocking Performance in Sales and Management Trudi du Toit – Keynote Speaker
12:10	The Keys To Persuasion Paul du Toit, CSP
12:40	Mastering the Art of Connection: Essential Soft Skills for Sales Success Mookho Mhlayivana – Sales Trainer
13:15	Lunch
14:00	Competitive Combat: How to sell in the age of instant comparison Winston Nolan - Senior Sales Architect – LRMG Sales Optimisation
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