



## Agenda – 27 October 2026

### The Maslow Hotel, Sandton

|       |                                                                                                                                                         |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:30 | Arrival / Registration                                                                                                                                  |
| 09:00 | Welcome                                                                                                                                                 |
| 09:10 | <b>The mindset of a high-performing salesperson</b><br>Larry Hodes – Entrepreneur, Business Coach, Leadership Facilitator                               |
| 09:50 | <b>The trust gap: why your sales skills mean nothing without authority</b><br>Darryl Conley-White – Founder: Market Magnet                              |
| 10:20 | <b>Smart selling</b><br>Mike Saunders – Digitlab                                                                                                        |
| 10:50 | <b>Cold e-mail as sales tactic</b><br>Hopewell Mkhize                                                                                                   |
| 11:15 | Coffee / Tea Break                                                                                                                                      |
| 11:35 | <b>Consultative selling: Selling solutions, not products</b><br>Ray Patterson                                                                           |
| 12:10 | <b>Why buyers ghost you after your proposal</b><br>Jacques de Villiers                                                                                  |
| 12:45 | <b>Mastering the art of connection: Essential soft skills for sales success</b><br>Mookho Mhlayivana – Sales Trainer                                    |
| 13:15 | Lunch                                                                                                                                                   |
| 14:00 | <b>How to craft compelling Value Proposition to touch the heart of the customer</b><br>Winston Nolan - Senior Sales Architect – LRMG Sales Optimisation |
| 14:50 | <b>Authentic selling - Selling with clarity, integrity and purpose</b><br>Gary Tintinger – The Sales Institute                                          |
| 15:30 | <b>Below your Iceberg: Breaking through the barriers to sales success</b><br>Vraja Kishori - Certified Life Coach                                       |
| 16:00 | Closing Remarks / 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)