



## Agenda – 27 October 2026 The Maslow Hotel, Sandton

|       |                                                                                                                                                         |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:30 | Arrival / Registration                                                                                                                                  |
| 09:00 | Welcome                                                                                                                                                 |
| 09:10 | <b>Authentic selling - Selling with clarity, integrity and purpose</b><br>Gary Tintinger – The Sales Institute                                          |
| 09:40 | <b>Position Yourself to Lead the Industry (in Sales)</b><br>Darryl Conley-White – Founder: Market Magnet                                                |
| 10:05 | <b>Smart selling</b><br>Mike Saunders – Digitlab                                                                                                        |
| 10:30 | <b>The 4 pillars to extraordinary sales success</b><br>Lucinda Harman – The Growth Catalyst                                                             |
| 11:10 | Coffee / Tea Break                                                                                                                                      |
| 11:35 | <b>Consultative selling: Selling solutions, not products</b><br>Ray Patterson                                                                           |
| 12:10 | <b>It sounds like a sale</b><br>Brenden Cavanagh – Sales Leader: East Coast Radio                                                                       |
| 12:45 | <b>Close High-Stakes Deals Like a Pro</b><br>KK Diaz - CEO of A-Game Business                                                                           |
| 13:20 | 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>Bolder at Sales</b><br>Paul Naidoo                                                                                                                   |
| 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.

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