



institute for  
excellence in sales



**2015**

ANNUAL  
AWARD  
PROGRAM

## AGENDA

- Opening Remarks, Ian Altman
- Breakfast Served
- Welcome, Fred Diamond, IES Co-Founder
- Keynote, Marcus Sheridan
- Sales Excellence Awards
- Lifetime Achievement Award, Mark Weber
- Photos and Networking

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*IES helps sales professionals worldwide crush their quotas. IES is your trusted conduit to the best sales services, products, and content in the world.*



## Congratulations **Mark Weber**

2015 Lifetime Achievement Award Winner

Your partnership has been instrumental to our collective success over the past decade. Congratulations from the Arrow Team for this extremely well-deserved recognition!

**V** | Five Years Out

# Get the best out of your sales team!

## No Code Required

Our predesigned app templates are just waiting for your content. Pick one, add your messaging, tweak the colors, and you're all set!

## Customization

You determine the styling, look and the feel of your app. Using our set of customization options, you have complete control of the layout.



## Insights

Get insight into your users and materials all in one place. Click someone's name to see their engagement, app activity, and more.

## Track performance

Track how many people accessed your materials and see exactly what they clicked. Reports give you lots of valuable information to help you improve your marketing efforts going forward



### Design-First Approach

Whether you're a beginner, a design star, or somewhere in between, Appnetic has a template for you. Start with a basic layout and make it your own using our app designer. Easily upload, replicate, and reorder images and content blocks to design your template in no time.



### Content Here & Now

A sales team depends on having ready access to the latest marketing materials. Appnetic enables adding new collateral, updating existing content, and expiring outdated content as a critical component of its solution. Appnetic automatically pushes the latest file versions every time a user connects to the internet.



### Publish & Track

Knowledge is power, and nowhere is that truer than sales. Which presentations are making an impact, and which aren't? Appnetic provides data-driven decision support in the field to support better cross-selling recommendations, consultative selling and advice.

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EXCELLENCE

SALES  
INNOVATION



A leadership restructuring and the addition of new services to its global portfolio of products helped Broadspire reinvigorate the way the sales team is organized and the manner in which they sell.



When CoStar Group acquired LoopNet it successfully re-focused its entire sales force on upselling LoopNet customers to CoStar's higher quality, higher margin information services.



"Smart Lead Generation" methodology enabled campaigns that generated an average of 5 qualified meetings per 100 calls (well above industry standards).



Built extensive online resources and program to ensure ramping reps are well prepared during the first three months and beyond.



## EXCELLENCE

## SALES TRAINING



Much of Cvent's remarkable growth can be attributed to Cvent University, an in-depth training program for all new sales employees.



Protocall developed a training program utilizing an Academy-Bay that mimicked real life scenarios in the classroom and carried their training on to the sales floor with supervised sales production.



By teaming with Team Visibility, StoneStreet has driven 25% more revenue, 20% more deals, and 10% more profit per deal.



Took a wholistic approach to sales training through its Ninja Sales Training Program which is built around proven areas of success by focusing on understanding the customer's issue, the impact of that issue, and delivering the customer's desired results.



## EXCELLENCE

### TEAM BUILDING MANAGEMENT & DEVELOPMENT

#### **BROCADE**

Beginning with a full business assessment, Brocade's New Federal leadership charted a vision and supporting strategy to build and drive its team.

#### **ellucian.**

Implemented a value-based selling methodology called "Command of the Message" which has helped the team better articulate the value and benefits of its solutions.

#### **Deltek.**

To smoothly bring new acquisitions into the corporate fold, Deltek developed an aggressive integration process that leveraged new technologies including its own social collaboration tool, Kona.

#### **GovSmart.**

GovSmart internal professional development programs help grow employees into the roles that best suit their skills and ambitions in life.



**EXCELLENCE**

**CUSTOMER  
PARTNERING**



Excella Consulting helped a local Fortune 500 hospitality company revolutionize the way the next generation travelers earn, redeem, and engage with hotel loyalty programs.



Helped establish the Credit Academy, an industry leading professional development program, in partnership with a major east coast bank.

**ORACLE**

Oracle has worked with some of its top customers to develop content for its “Storytelling to Sell More” programs.



Victaulic created two courses (Flexible Hoses 101 and Flexible Sprinkler Fitting Systems) for partners, owners, engineers, and the inspection community, looking to expand their knowledge of flexible drop technology.



EXCELLENCE

ALLIANCE  
MANAGEMENT

carahsoft.

Through the vCAN Program, the VMware team at Carahsoft brings Cloud Service Providers (CSPs) together with public sector agencies and VMware's market-leading technology for building Cloud Services.



"Managing Sales Performance" training program provides a blended learning approach with eLearning, webinars and field training to partners.



National Office Systems relationship with Cazador, a Federal contractor subsidiary of Virginia-based holding company Akima, is a notable example of its organic alliance-building approach.



Some of the investments Red Hat made in its channel program include introducing the Red Hat Online Partner Enablement Network (OPEN) and launching the Red Hat Connect for Business Partners portal.





## LIFETIME ACHIEVEMENT

### MARK WEBER

Mark Weber is the Senior Vice President for the Americas at NetApp where he leads sales, channels, engineering, professional services, BD, finance, operations, and marketing across North and South America and U.S. Public Sector. Previously, Mark ran NetApp U.S. Public Sector for ten years.

Mark worked at Sun for 13 years holding multiple sales leader positions. He began his career as a federal account manager for HP.

Mark has been recognized by the Wash100, FedScoop50 and the Federal 100. Mark has received the NetApp Club award for nine straight years and has been recognized as Sales Leader of the Year numerous times.

Mark holds an MBA degree from William and Mary and a degree in industrial engineering and operations research from Virginia Tech. Mark is a sports enthusiast who has coached over 35 youth teams in four different sports for his 5 children.



## KEYNOTE SPEAKER

### MARCUS SHERIDAN

Marcus Sheridan's sales blog The Sales Lion is synonymous with inbound and content marketing excellence. He has been referred to as a "web marketing guru."



## PROGRAM EMCEE

### IAN ALTMAN

Ian Altman is the #1 Amazon Best Selling author of *Upside Down Selling* and *Same Side Selling*. As the CEO of Grow My Revenue, LLC., Ian is an internationally sought after speaker on sales and business development.



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Mark Weber and all of  
the award winners and  
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The IES was created for high-performing sales executives, leaders, and professionals, as well as business owners and service providers who need to sell. IES promotes best practices across all operational areas in Sales and provides education, recognition, thought leadership, insights, and strategies for enabling Sales excellence. The IES regularly brings world-class sales thought leaders such as Neil Rackham, Bill Cates, and Jill Konrath to the region for regular workshops and seminars.

**Membership cost:** \$550 per year (individual) or \$3,000 (corporate). Check out the monthly schedule and register at [www.i4esbd.org](http://www.i4esbd.org).



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