

Telco Sales Channels 2019 Seminar Agenda

Hilton Garden Inn Downtown, Nashville, TN

Thank You to our Event Sponsors



Tuesday, April 30

12:00 pm – 5 pm **CETS 2019 Annual Meeting & Lunch** (*separate event*)

5:30 – 7:00 pm **Telco Sales Channels Seminar Welcome and Networking Reception**
at the hotel Wine Bar

Wednesday, May 1

8:00 a.m. **Full Breakfast & Networking**
9:00 Welcome & Market Overview
9:45 Go to Market Partnerships
10:30 Break
10:45 Modernizing Front-line Employee Training
11:30 Satellite Sales
12:15 **Lunch**
1:15 Team Challenge: Recruiting Sales Talent
2:45 Partner Perspectives
3:30 Break
3:45 How One Behavior Leads to One Result
4:30 Networking Activity

Skyline Junior Ballroom

Wine Bar
Ellis Hill, ResearchFirst
Vivianne Williams, Frontier

Scott Strictlin, Axonify
Larry Maiten, Blake Heinrich, Viasat
Wine Bar
Brandon McDonald, TDS
Eric Clausen, Windstream

Bennett Pearl, Trajectory

Thursday, May 2

8:00 a.m. **Full Breakfast & Networking**
9:00 Retain Customers with “Good News” Notifications
9:45 Break
10:00 Selling to New Construction
10:45 Mystery Shopper; BB Online Ordering
11:15 The Digital Eco System
12:00 **Lunch**
1:00 The Future of Sales
2:00 Price Increases/Channel Readiness Roundtable
2:45 Break
3:00 Engaging Techs in the Sales Process
3:45 Compensation Structure & Challenges Roundtable
4:30 Adjourn
5:30-7:00 Happy Hour & Networking
7:00 Dinner on Your Own

Skyline Junior Ballroom

Wine Bar
Jane Christ, PerfTech

Paul Mann, Bell
Justin Roland, ResearchFirst
Chris Seul, CenturyLink
Wine Bar
Steve Mannel, Salesforce
Erin Leach, Cincinnati Bell

Cheryl Maschal, Frontier
Justin Nucci, Tbaytel

Wine Bar