



PLEASE BE SURE TO
SELECT YOUR BREAKOUTS!
ESAROI.COM/ROI2018-PREPOLL



BREAKOUTS

WED PM	THU PM	FRI AM	
	PERIWINKLE <input type="checkbox"/>		BREAKOUT TOPICS (IN ALPHABETICAL ORDER)
	AZALEA <input type="checkbox"/>	<input type="checkbox"/>	7 QUESTIONS LYNNE EDWARDS You only get so many questions with a key client. So, which questions are the BEST questions? Here are seven questions you should either be able to answer or ask your next client.
	QUEEN PALM B <input type="checkbox"/>	<input type="checkbox"/>	ART OF NEGOTIATION ADAM ARMBRUSTER What they didn't teach you in sales school. Did you get what you really deserved out of that last commitment? A finer level of detail in your client dialog will point the way to a better result, for both parties.
<input type="checkbox"/>	QUEEN PALM B <input type="checkbox"/>	<input type="checkbox"/>	CONQUERING CREATIVE JODI DE RISZNER Don't let creative objections delay or jeopardize your client's campaign. Learn how to coach your client toward an effective message that drives results. Where are they on the Richter Scale of retail? What offer best suits their biz? Here's how to direct them there.
<input type="checkbox"/>	PERIWINKLE <input type="checkbox"/>	<input type="checkbox"/>	KILLER QUALIFYING LYNNE EDWARDS You've spotted an untapped prospect — so, what's the number? Wouldn't it be great if you could size-up any business, on any platform, in just 2 minutes? You can.
<input type="checkbox"/>	AZALEA <input type="checkbox"/>		MANAGERS' CIRCLE ADAM ARMBRUSTER Are we hunting elephants? What subtle differences do the top 5% of sales managers employ to gain competitive advantages? How do we move through massive change ... and excel?
	QUEEN PALM C <input type="checkbox"/>	<input type="checkbox"/>	OVERCOMING YOUR OBJECTIONS JAKE WINCHELL The biggest objection to most sales? It's your own. Hard to believe? It's the truth. Here's how to solve the biggest objections to both sides of the sale.
<input type="checkbox"/>	QUEEN PALM C <input type="checkbox"/>		WIN WITH VIN MARKETING JAKE WINCHELL Auto dealers — the biggest segment of your market — are already marketing on a unit-basis, i.e. VIN marketing. How well are you and your team equipped? And what's your best bet to compete?
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