



## AGENDA

- Opening Remarks, Fred Diamond
- Breakfast Served
- Lifetime Achievement Tributes
- Keynote, John Asher
- Sales Excellence Awards
- Member of the Year, Thomas Ellis
- Woman in Sales Leadership Award, Mary Beth Cockerham, Deltek
- Lifetime Achievement Award, Paul Smith, Red Hat
- Photos and Networking



IES empowers Sales Professionals with compelling and current thought leadership and resources to achieve their personal and organizational goals.



[www.i4esbd.org](http://www.i4esbd.org)



DB Consulting implemented a company-wide sales training program that helped achieve ISO:2015 in record time.



Kimpton's Sales training model is based on a longstanding culture of empowerment, continuous development, and self-leadership.



The Dow Commercial Development Program prepares the next generation of Dow Sales Professionals to be productive in their new sales roles much faster than in the past.



Meltzer implemented a more efficient and streamlined sales process to take on more business and hire additional employees.



immixGroup launched its enterprise sales training program six months ahead of schedule.



The Softchoice Sales Academy team onboarded 380 reps in 2016 increasing rep retention to 99.9% during the rep's first year in the role.



Dominion extended sales training to operational employees to leverage deep industry knowledge during the sales cycle.



The Infor Demand Generation Exchange (DGX) provides partners the essential demand generation tools they need to be more successful.



The Horton Group implemented a highly gamified blended learning that is the only program of its kind in the insurance field.



LiveSafe's new enterprise sales program helped the company grow the number of Fortune 500 companies using its platform by 500%.



A new approach enabled InfinityQS to pursue larger deals with organizations that have hundreds of facilities, instead of single-plant deployments.



Monumental's data-centric approach allows the organization to reach a customer through the channel of their choice, regardless of how they came in to the customer database.



ARS refocused its sales team back on its core business to win more Military contracts.



Cintas revised its local sales team management approach to be more action focused.



Dell's Federal sales leadership implemented an impressive plan to bring the EMC sales team under its banner.



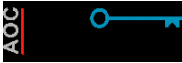
The NBA has recognized Monumental for how it quickly immerses new sales hires into its culture.



SAF-HOLLAND successfully tailored Salesforce.com to their needs resulting in a 100% adoption.



TrackMaven implemented a consultative sales practice to make marketers more productive and effective.



AOC Principle Centered Winning (PCW) best practices have helped hundreds of companies win Federal business.



A new partnership with Etihad Airways fit in perfectly with Monumental's growth strategy.



Pure helped the US FDA implement a more secure, sustainable solution for now and the future.



WeddingWire and Bodas implemented transatlantic programs to bring their sales teams closer.

# 100% of U.S. executive departments rely on Red Hat

Consensus is a strong endorsement.

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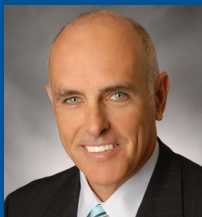
**Deltek.**

Excel more.

Deltek congratulates Mary Beth Cockerham for being recognized with the inaugural IES Women In Sales Career Excellence Award.

[deltek.com](https://deltek.com)





Paul Smith

**LIFETIME**  
ACHIEVEMENT



Mary Beth  
Cockerham

**WOMEN IN SALES**  
LEADERSHIP AWARD



Thomas Ellis

**MEMBER**  
OF THE YEAR

# CONGRATULATIONS PAUL SMITH

Lifetime Achievement Award Winner

We thank you for your continued support, dedication  
and leadership over the past 12 years.



[www.emergent360.com](http://www.emergent360.com)



**LoreCONNECT congratulates all of the  
IES Sales Excellence Award winners!  
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## Congratulations to Paul Smith

on his well-deserved receipt of the  
IES Lifetime Achievement Award.

Your dedicated service to  
Red Hat, the open source community,  
and our public sector customers has  
truly transformed the industry.

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work with you.

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## MEASURABLE RESULTS

**17% increase  
in sales from  
acquisition of  
new customers**

.....

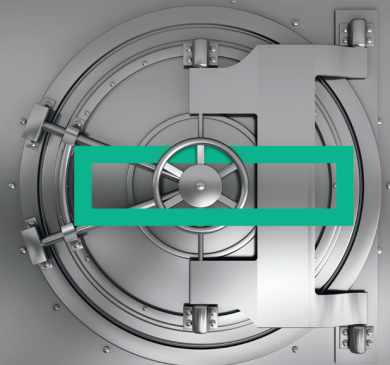
**45% reduction in  
sales cycle time**

.....

**22% increase  
in sales of high-  
margin, add-on  
business to  
current customers**

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*A focused mind can do  
anything. A confused, stressed  
mind does nothing. With the  
right mindset operate at your  
peak, in even the most difficult  
situations and under the  
greatest pressure to perform,  
like when slaying dragons or  
closing sales.*

**Congratulations to all the  
IES nominees and winners...  
you are in great company!**

  
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We would like to congratulate Paul Smith on receiving this award.

We have had the pleasure of working with Paul throughout his career and wish him continued success both personally and professionally!



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SECTOR FOR OVER 25 YEARS



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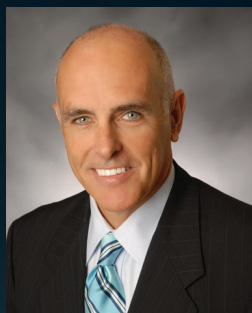
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[umar@nofearselling.net](mailto:umar@nofearselling.net)

*Congratulations Paul Smith!*

“ For your continued partnership and pace-setting style, we salute you! Congratulations on this well-deserved recognition. ”



- The immixGroup team



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