

## SCHEDULE

# THE LEADERSHIP & SALES CHALLENGE

PRESENTED BY **PIASC**

**TUESDAY JANUARY 29, 2019**

1:00 PM - 5:30 PM

COACHING CENTER OF ORANGE COUNTY

1231 E. DYER ROAD, SUITE 215

SANTA ANA, CA 92705

MEMBERS: **\$100**/ATTENDEE

**\$75**/ADDITIONAL PERSON

NON-MEMBERS: **\$220**

TIME	TOPIC/SPEAKER	DESCRIPTION
1:00 PM-1:30 PM	<b>Registration</b>	
1:30 PM-2:30 PM	<b>The Impact of Leadership and Sales on the Future of Your Business</b> <i>Leslie Groene and Steve Smith</i>	Is your thinking, actions and interpersonal abilities strong enough to transform your business into a leading printing industry player? The condition of your business today is a footprint of the leadership you have imprinted on it so far. What lies ahead requires a different leadership approach to improving operations, people performance and marketplace value. Leadership impact is a double edge sword. Great leadership ability produces great company results. Poor leadership ability produces a multitude of organizational problems. In this presentation, Steve Smith reveals the leadership traits and approaches necessary to insure future success.
2:30 PM-3:10 PM	<b>How to Manage Sales People OR Yourself without a Sales Manager</b> <i>Leslie Groene</i>  <b>Navigating a Successful Path in an Undefined Future</b> <i>Steve Smith</i>  <b>The Behavioral Demands of the Sales Position: How to Minimize the Risk</b> <i>Marty Ramseck</i>	<p>A large facet of sales management is understanding each reps' strengths and weaknesses. Do you know your strengths and weaknesses and how they impact your sales success? In this session we will delve into the world of motivating and leading sales folks of all types and learning how to manage yourself.</p> <p>No one can predict the future, but you can set a direction for where you want to go and how you will get there. To do this, you must have a clear vision, mission and operating standards that produce performance aligned with the results you want.</p> <p>Enhance your ability to help align your sales talent pool with the sales positions for which you hire. You will learn how to analyze the sales position from a behavioral perspective, align the behavioral demands of the sales position with the job description and attract/select the right person for the sales position based on the job, the candidate, the manager, and the team.</p>
3:10 PM-3:50 PM	<b>The Behavioral Demands of the Sales Position: How to Minimize the Risk</b> <i>Marty Ramseck</i>  <b>Surrounding Yourself with a Team of High Performers</b> <i>Steve Smith</i>  <b>Now That I Have Good "People", How do I Train Them?</b> <i>Leslie Groene</i>	<p>Enhance your ability to help align your sales talent pool with the sales positions for which you hire. You will learn how to analyze the sales position from a behavioral perspective, align the behavioral demands of the sales position with the job description and attract/select the right person for the sales position based on the job, the candidate, the manager, and the team.</p> <p>Knowing what your people want and what they are willing to work towards is a critical step for developing your people to go above and beyond and like it! People want to be associated with a solid, purposeful team that rewards their emotions as much as their wallets.</p> <p>It's so challenging to hire a new rep and even more of a challenge to have them 'make it'. In this session we'll discuss how you can help or hinder. Setting up measurable steps is crucial and making sure they have the tools to be a success is imperative.</p>
3:50 PM-4:30 PM	<b>Managing and Supporting Sales Reps: Real Success Stories!</b> <i>Moderator, Leslie Groene</i>	This last session which will be interactive, features teams of sales reps and their respective leaders. We will learn what works, how and when they insert themselves into the sales equation and tips that you can use to better lead and support your sales people.
4:30 PM-5:30 PM	<b>Sharing Over Drinks</b>	Networking hosted by PIASC.

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