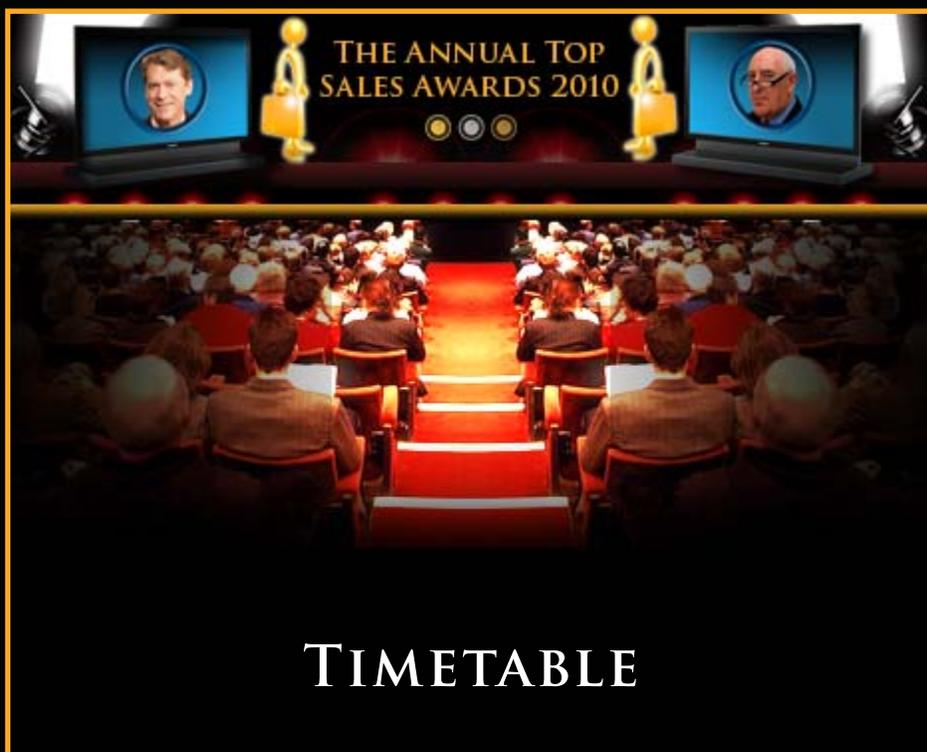


2010 TOP SALES AWARDS ONLINE CEREMONY





INTRODUCTION

It is important that we provide some guidelines in terms of approximate timings for this, our inaugural ceremony, because we understand that most of our guests, and indeed our audience, are time constrained at this time of the year.

In order to present an exciting and interesting show, we have invited many of the leading sales thought leaders in the sales space at this time to join Gerhard and I to share their predictions for 2011.

Additionally, we have posed them a number of questions, which we hope will get answered, for example

- ★ When will Sales 3.0 arrive?
- ★ How many of your customers and prospects use Twitter?
- ★ Will marketing ever marry sales?
- ★ If 80% of Twitter users are merely "voyeurs" what are they drooling over?
- ★ LinkedIn groups – does size really matter? What % of group members actually contribute anything?
- ★ Can blogs survive another 12 months?
- ★ Do sales tools really make a difference? Or can we survive with Outlook and a simple CRM solution?
- ★ Skills development is going totally online – fact or fiction?
- ★ Is selling going "indoors?"
- ★ Will we need salespeople in five years time?
- ★ Why did 50% of salespeople miss quota in 2010? Will it be 60% next year?

So anticipate a lively debate!





TIMETABLE

Here then is our planned timetable:

- ★ **12 Noon Eastern (5:00pm GMT) Opening Introduction** – Paul Kilduff

- ★ **12:05 pm Overview of the ceremony** – Jonathan Farrington/Gerhard Gschwandtner

- ★ **12:15 pm First Guest** – **Wendy Weiss**

- ★ **12:20 pm Review of the nominees in the following categories:**
 - ★ 2010 Top Sales Article
 - ★ 2010 Top Sales Star
 - ★ 2010 Top Sales Blog
 - ★ 2010 Top Sales Resource Site

- ★ **12:30 pm Announce the top three finalists in those categories**

- ★ **12:35 pm Second Guest** – **Nancy Nardin**

- ★ **12:40 pm Announce the medal winners in the following categories:**
 - ★ 2010 Top Sales Article
 - ★ 2010 Top Sales Star
 - ★ 2010 Top Sales Blog
 - ★ 2010 Top Sales Resource Site





TIMETABLE

★ **12:50 pm** Third Guest – **Jill Konrath**

★ **12:55 pm** Review of the nominees in the following categories:

- ★ 2010 Top CRM Solution
- ★ 2010 Top Sales Tool
- ★ 2010 Top Sales 2.0 Solution
- ★ 2010 Top Social Media Site

★ **1:05 pm** Announce the top three finalists in those categories

★ **1:10 pm** Fourth Guest – **Nigel Edelshain**

★ **1:15 pm** Announce the medal winners in the following categories:

- ★ 2010 Top CRM Solution
- ★ 2010 Top Sales Tool
- ★ 2010 Top Sales 2.0 Solution
- ★ 2010 Top Social Media Site

★ **1:25 pm** Fifth Guest – **Paul McCord**





TIMETABLE

- ★ **1:30 pm** Review of the nominees in the following categories:
 - ★ 2010 Top Sales Book
 - ★ 2010 Top Sales Personality

- ★ **1:40 pm** Sixth Guest – **Dave Kurlan**

- ★ **1:45 pm** Announce the top three finalists in the 2010 Top Sales Book category

- ★ **1:50 pm** Seventh Guest – **Dr. Tony Alessandra**

- ★ **1:55 pm** Eighth Guest – **Dan Waldschmidt**

- ★ **2:00 pm** Announce the medal winners in the 2010 Top Sales Book category

- ★ **2:10 pm** Ninth Guest – **Dave Stein**

- ★ **2:15 pm** Announce the medal winners in the 2010 Top Sales Personality category

- ★ **2:20 pm** Tenth Guest – **Jeffrey Gitomer**

- ★ **2:25 pm** Announce the 2010 Top Sales Hall of Fame inductees

- ★ **2:50 pm** Final review and release of 2011 plans

- ★ **3:00 pm** CLOSE





Finally, I can confirm that we will be inviting interaction from the audience throughout the ceremony, and we also have numerous prizes!

It is going to be a wonderful show ...please join us.

Oh and do pass this on to your clients, customers, friends

Please register [HERE](#)

