

**MONDAY – August 31, 2020**

**11:00 AM – 3:30 PM      EASTERN DAYLIGHT TIME**

**Pre-Conference Workshop** (separate registration)

## **MDM Margin & Pricing Workshop**

*John Gunderson, VP Analytics & E-Business, MDM*

*Bill Dudziak Lead Strategic Consultant, PROS*

Small changes can lead to big results. This session is for sales leaders and those responsible for gross-margin protection to take back proven margin- and profit-improvement programs to train sales team associates. Led by MDM's John Gunderson, a 20-year distribution marketing veteran in leading pricing teams, this hands-on workshop gives you proven strategies to grow top line sales while improving margins. You will walk away with actionable steps for your organization based on best practices. Bill Dudziak has over 20 years of pricing experience with companies such as Georgia Pacific, International Paper, Blue Linx and The Home Depot.

**11:00 AM – 11:15 AM      Welcome & Workshop Outline**  
*Tom Gale, President & CEO, MDM*  
*John Gunderson, VP Analytics & E-Business, MDM*

**11:15 AM – 12:15 PM      Session 1: Pricing Perceptions Survey**  
This 10-12 question internal survey will be reviewed and analyzed at the workshop. This survey allows you to survey your associates' pricing perceptions on what they consider a "fair price" and how they view their price competitiveness versus the competition. Price is a key driver of top-line sales performance; understanding your associates' price perceptions is key to improving sales results. We'll also give you general benchmarking scores on key survey questions to compare your performance to other B2B distributors.

**12:15 PM – 12:30 PM      Networking & Break**

**12:30 PM – 1:45 PM      Session 2: Price Profiling, Customer Specific Pricing, Matrix Pricing, and Online Pricing Best Practices**  
In this interactive session we will be sharing best practices to build more effective price profiles. Hear how to improve your Customer Specific Pricing/contract pricing with better tracking and review programs. Discuss how to create more effective Matrix/System prices to create relevant prices and reduce manual overrides. This interactive session will also dive into how to effectively price online for both your existing on account customers and website visitors who don't have an account to drive online sales more effectively.

**1:45 PM – 2:15 PM      Networking & Break**

**2:15 PM – 3:30 PM      Session 3: Fight the 5s & Power of 1% Training Programs**  
The Fight the 5s comprehensive program gives you tools to train your associates on their manual pricing habits. The majority of distribution associates have go-to pricing habits for items they use to override the system or recommended prices. This program provides you a tracking system to put in place for your business with marketing materials to help your associates break the habit and improve profitability. The Power of 1% session gives you all the tools you need to train your associates on the impact of small price increases or decreases. The huge impact on your overall profitability that small price increases make is presented in a simple way for associates to grasp and help move your business forward.

**3:30 PM      Workshop Ends**



## TUESDAY – September 1, 2020

---

11:00 AM – 5:00 PM EASTERN DAYLIGHT TIME

---

**11:00 AM – 11:15 AM Welcome by Conference Co-Hosts**

*Tom Gale, MDM*

*Mike Marks, Managing Partner, Indian River Consulting Group*

**11:15 AM – 11:45 AM Keynote Conversation with Andy Hoar: Life After “Death of A (B2B) Salesman”**

**Session 1**

*Andy Hoar, CEO, Paradigm B2B*

*Tom Gale, MDM*

As the author of the definitive 2015 e-commerce report, *Death of A (B2B) Salesman*, Andy mapped how B2B eBusiness and channel strategy professionals have to radically transform their historical sales models. We'll explore how the pandemic is accelerating digital, balancing self-serve vs. full-serve sales models, and much more to kick off [#SalesGPS2020!](#)

---

**11:45 AM – 11:50 AM Sponsor Spotlight**

---

**11:50 AM – 12:30 PM High-Performance Sales Models: The Next Paradigm**

**Session 2**

*Mike Marks, Indian River Consulting Group*

For some distributors, COVID-19 is exposing an expensive and unsustainable path of margin pressure, decreasing profitability and customer engagement. For others, it's presenting opportunities to transition to a digitally-enabled, buyer-centric sales model. What must you fix and how must you change to build an economically-driven sales model going forward? Mike Marks presents strategies, tactics and action steps to build the sales transformation transition plan that's right for your business.

---

**12:30 PM – 1:00 PM Networking Hall | Break**

Visit our sponsors to learn and qualify for our prize drawing, mingle with the speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

---

**1:00 PM – 1:30 PM Smarter Pipeline, Faster Growth: Targeting High-Value Accounts**

**Session 3**

*Henry Bruckstein, Founder, Campaign Stars*

The potential to improve sales effectiveness is staggering, but requires a shift to a buyer-centric sales model. This session defines core building blocks of sales enablement to increase win rates and create a data-driven, continuous focus on improving sales performance in a distribution organization. You'll leave with a sales force effectiveness diagnostics framework to prioritize sales process elements to strengthen for measurable results.

---

**1:30 PM – 1:35 PM Sponsor Spotlight**

---

**1:35 PM – 2:00 PM Roundtable Discussion #1: Sales & Digital Transformation**

**Session 4**

As in our previous Sales GPS conferences, you'll join your peers in pre-assigned rooms with non-competitors to freely discuss, share and learn more about core sales transformation insights. Pre-conference, we'll share a list of questions to guide each of four moderated discussions over two days.

## TUESDAY – September 1, 2020

11:00 AM – 5:00 PM EASTERN DAYLIGHT TIME

### 2:00 PM – 2:30 PM Networking Hall | Break

Visit our sponsors to learn and qualify for our prize drawing, mingle with speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

### 2:30 PM – 3:00 PM 6 Steps to Position Your Sales Talent for Growth

Session 5

Mike Kunkle, SPARXiQ VP, Sales Effectiveness Services

We've all heard (or said) that our people are a key differentiator. But how many of us have implemented a purposeful talent management system and processes for our sales force? As we re-tool for the current realities or prepare for post-pandemic growth, few things are more important than building and supporting a world-class sales force. Mike Kunkle will share these six steps to building talent systems:

|  |  |
|--|--|
| 1. <b>Systems Thinking:</b>            | How can systems thinking improve your efficiency and effectiveness?  |
| 2. <b>Sales Force Diagnostics:</b>     | Is your current team wired to thrive in the "new normal?" Do you have the right people in the right roles?                 |
| 3. <b>Sales Hiring:</b>                | When you need to replace sales reps/managers or grow your team, how can you ensure you select the best possible candidate? |
| 4. <b>Sales Training / Enablement:</b> | How do world-class organizations train differently to ensure adoption and get results?                                     |
| 5. <b>Sales Coaching:</b>              | Are your front line managers prepared to coach effectively to support and develop their teams to get the results you need? |
| 6. <b>Sales Management:</b>            | Do you have a sales management operating system in place to ensure the disciplined execution of your sales plan?           |

### 3:00 PM – 3:05 PM Sponsor Spotlight

### 3:05 PM – 3:30 PM Roundtable Discussion #2: Sales Enablement – Talent, Analytics, Change Management

Session 6

As in our previous Sales GPS conferences, you'll join your peers in pre-assigned rooms with non-competitors to freely discuss, share and learn more about core sales transformation insights. Pre-conference, we'll share a list of questions to guide each of four moderated discussions over two days.

### 3:30 PM – 4:00 PM Networking Hall | Break

Visit our sponsors to learn and qualify for our prize drawing, mingle with speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

### 4:00 PM – 4:05 PM Sponsor Spotlight

### 4:05 PM – 5:00 PM Distributor Panel #1: Sales Transformation Case Studies

Session 7

Moderators: Tom Gale & Mike Marks

From the trenches, here's an update from previous Sales GPS attendees on the changes and innovations they've made in their sales models and teams.

Panelists:

- Joe DeMarco, VP Business Development, LINC Systems
- TBD

END DAY 1

## WEDNESDAY – September 2, 2020

---

11:00 AM – 5:00 PM      EASTERN DAYLIGHT TIME

---

**11:00 AM – 11:15 AM**      **Welcome by Conference Co-Hosts**  
*Tom Gale, MDM*  
*Mike Marks, Managing Partner, Indian River Consulting Group*

**11:15 AM – 12:30 PM**      **Masterclass: Resetting Sales Compensation Plans**  
*Session 8*      *Mike Marks, Indian River Consulting Group*  
*Mike Emerson, Indian River Consulting Group*

The increase in omnichannel sales and the events of 2020 have stressed sales compensation and incentive design like never before. Indian River’s Mike Marks and Mike Emerson will share models to redesign total selling costs when innovations are made in traditional roles and specialization increases. Participants will understand the levers that can drive down their total selling costs while retaining the key talent necessary for success.

As the primary author on the two major studies from the National Association of Wholesaler-Distributors around sales incentive design, Mike Emerson will address the underlying root causes of compensation obstacles to strategic and structural alignment and provide practical solutions to address them. Attendees will walk away with actionable approaches to clear compensation related obstacles from their chosen paths. Specific topics include: the importance of differentiating gross-profit dollars, migrating to goal-based compensation plans, including goal setting best practices, and how high base pay can actually increase risk.

---

**12:30 PM – 1:00 PM**      **Networking Hall | Break**  
Visit our sponsors to learn and qualify for our prize drawing, mingle with the speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

---

**1:00 PM – 1:30 PM**      **Keynote: Value & Sales Process Innovation for the New Channel Dynamics**  
*Session 9*      *Mark Dancer, CEO, Network for Business Innovation*

Helping customers innovate is the true North Star for distributors. It requires a reinvention of the sales process for distributors to combat outsider disruption. Distributors can compete on relationships, but only if they set new and high standards for earning a position as a trusted supplier. Dancer shares how to create sustainable competitive advantage by leveraging legacy channel roles to turbocharge communities, where customers come together around shared interests, skills development, social values and business acumen.

---

**1:30 PM – 2:00 PM**      **Roundtable Discussion #3: New Strategy & Innovation**  
*Session 10*      As in our previous Sales GPS conferences, you’ll join your peers in pre-assigned rooms with non-competitors to freely discuss, share and learn more about core sales transformation insights. Pre-conference, we’ll share a list of questions to guide each of four moderated discussions over two days.

## WEDNESDAY – September 2, 2020

---

11:00 AM – 5:00 PM      EASTERN DAYLIGHT TIME

---

**2:00 PM – 2:30 PM      Networking Hall | Break**  
Visit our sponsors to learn and qualify for our prize drawing, mingle with the speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

---

**2:30 PM – 3:00 PM      Culture Shift: The Empowered, Integrated Sales Team**  
*Session 11*      *Colleen Stanley, President, SalesLeadership, Inc.*

Distributors have traditionally run with siloed sales and marketing departments. Today's selling environment requires deeper team integration and collaboration skills than have historically defined B2B sales skills. This session maps out the key factors in talent development for a high-performance sales culture that includes hiring lifelong learners, training for empathy and interpersonal skills, and leading your sales team through the new marketplace constants of change and disruption.

---

**3:00 PM – 3:30 PM      Roundtable Discussion #4: Team Reset & Integration**  
*Session 12*

As in our previous Sales GPS conferences, you'll join your peers in pre-assigned rooms with non-competitors to freely discuss, share and learn more about core sales transformation insights. Pre-conference, we'll share a list of questions to guide each of four moderated discussions over two days.

---

**3:30 PM – 4:00 PM      Networking Hall | Break**  
Visit our sponsors to learn and qualify for our prize drawing, mingle with speakers, and start a conversation with your fellow conference attendees. Watch for special offers and prize giveaways!

---

**4:00 PM – 4:55 PM      Distributor Panel #2: Sales Transformation Case Studies**  
*Session 13*      *Moderators: Tom Gale & Mike Marks*

From the trenches, here's an update from previous Sales GPS attendees on the changes and innovations they've made in their sales models and teams.

Panelists:

- Andrew Larson, CEO, Gustave A. Larson Company
- Randy Eddy, President & CEO, U.S. Electrical Services

**END DAY 2**