



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
November 14th 2017: Encore: Mind Your Manners: Social Selling Etiquette and The Golden Rule

The buzz: "Do to others as you would have them do to you" [Luke 6:31]. Is this Golden Rule passé in our hyper-paced digital world? Not! Why? Plus ça change, plus c'est la même chose: the more things change, the more they stay the same. Truth time: Do you stalk prospects to get into their Facebook newsfeed? Or are you patiently serving as an advisor in their buying journey? The experts speak. Jill Rowley, #SocialSelling: 'To be interesting, be interested' (Dale Carnegie). Sarah Goodall, Tribal Impact: "When you talk, you are only repeating what you already know. But if you listen, you may learn."

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Featured Guests



Jill Rowley

Jill Rowley is Chief Strategist at #SocialSelling and Startup Advisor to numerous technology companies including Vidyad, TrackMaven, Nudge, Influitive, Accompany, Allbound, and most recently, Zeality, People.ai, Engagio and Terminus.

[Read more](#)



Sarah Goodall

Sarah Goodall is the CEO of Tribal Impact, a global digital activation agency that helps B2B organisations activate employee voices on social media to create amazing customer experiences. Working with companies such as Ericsson, Henkel and Panasonic, Tribal Impact specialises in employee advocacy, social selling, digital leadership and influencer marketing programs.

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Guest Image

Kirsten Boileau

In her role as Global Head of Digital Enablement, Kirsten Boileau is focused on the development and implementation of training and enablement programs that drive better digital experiences for SAP's customers.

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