



**Innovating Leadership, Co-Creating Our Future**  
**Tuesday at 11 AM Pacific**  
**September 11th 2021: Using Formal Sales Processes to Improve Sales Performance Part 1**

The COVID pandemic crushed sales for many businesses...but not at AVI Systems. When building a world-class sales team, an organization needs to implement a formal sales process proven to improve sales performance. This formal sales process is like the back office for sales. Joe DiDonato (BCI) and Don Mastro (AVI Systems) join host Maureen Metcalf to discuss their experiences, as well as the case study they wrote about what Don did to get his AVI Systems team through the pandemic -- and then skyrocket sales.

[DOWNLOAD PDF](#)

[GET CODE](#)

**Tune in**

Tuesday at 11 AM Pacific  
Time on VoiceAmerica  
Business Channel

[LISTEN LIVE](#)

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

Questions? Comments?  
**Call In Live! Call-In**  
**Toll Free: 1-866-472-5790**  
**Intl: 001-480-398-3352**

**Featured Guests**

Guest Image

**Joe DiDonato**  
Joe DiDonato is the Chief of Staff for Baker Communications, a leader in Sales Training and Transformation, and writes for the Forbes Business Development Council. He's received the Lifetime Achievement Award in education by Elearning! magazine's panel of judges; served on for-profit and non-profit boards as Chairman or Board Member; ran Oracle's and PeopleSoft's worldwide education programs; and has helped to successfully launch 21 EdTech companies at Knowledge Universe. His roles have ranged from VP and C-level positions to Board level positions, and he's considered a thought leader in the world of sales and corporate education.

[Read more](#)

Guest Image

**Don Mastro**  
Don Mastro is the Vice President of sales for the industry's top-growth audiovisual, collaboration and services integrator in North America and a key member of the executive team. Don is both the functional leader and the voice of sales within the company, developing incentive and reward programs, along with ongoing recognition and maturation of the sales team. Don sets the priorities for key development areas and leads the regional sales teams in moving the sales agenda for the company. Don builds the capability for sales analytics, market and team performance standards, proposal responses and client presentations to drive efficiency and professionalism of the company's sales force. He grow

[Read more](#)

**Share This Episode**

[Share On Facebook](#)

[Share On Twitter](#)

[Share On LinkedIn](#)

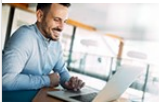
**Connect with VoiceAmerica**

Download our mobile apps

[Available on the App Store](#)

[Get it on Google play](#)

[Download for kindle](#)



Read what our hosts are writing about.

