



Changing the Game with Digital Engagement



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Changing the Game with Digital Engagement, Presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
September 8th 2015: Social Selling 101: All Aboard!

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The buzz: The NBT for Sales? The term “Sales 2.0” was coined nearly a decade ago by Nigel Edelhain. Soon after, the buzzword “Social Selling” emerged. But it is just now gaining real momentum as a valuable tool for sales reps. As a Sales methodology, it covers everything from branding and listening to engaging and collaborating. Join us for the next 13 weeks to learn what Social Selling really is, how it can positively impact your sales organization, and the best way to board the fast train to Social Selling success. The experts speak (via the Blues Brothers): Kurt Shaver, The Sales Foundry:

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Featured Guests



Kurt Shaver

Kurt Shaver is CEO of The Sales Foundry, seven-year old a training company specializing in social selling training. As a former corporate sales rep and VP of Sales, Kurt knows what it takes to reach executive decision makers as well as how to implement new skills across a sales organization.

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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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Jim Fields

Jim Fields is Vice President of Customer Experience Marketing for SAP, where he is responsible for innovating new models of engagement and generally finding margin between the organizational silos.

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