



# 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  
**November 3rd 2015: The Final Sprint: Closing Strong with Social Selling**

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The buzz: A race to the finish...! Time is money. And it's especially precious in the last quarter of your fiscal year. According to a Dell study, 70% of B2B purchase decision makers now use social media to help them decide what to buy and from whom. If your sales people aren't using Social Selling – or lack the Social Selling savvy to read customers' and prospects' digital signals along the buying journey, they'll need help reaching the finish line this year. Listen up! The experts speak. Koka Sexton, LinkedIn: "Lead me, follow me, or get the hell out of my way" (George S. Patton, Jr.). Tom N

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### Featured Guests



#### Koka Sexton

Koka Sexton is an action oriented, data junky on social media. Starting his career in sales, he was a pioneer in social selling and helped pave the way for how social media was used by sales professionals.

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#### Tom Nusko

Tom Nusko is with Integrated Digital Marketing at SAP. As Social Media Lead for Middle and Eastern Europe, he's driving the digital transformation within his region by providing strategy development, consulting and training on digital marketing topics.

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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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