



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
April 12th 2016: for Social Selling: Fantasy or Fix, Hype or Hope? Three Experts Speak.

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The buzz: Finally...Social Selling has grabbed business headlines since at least 2012, with companies worldwide hanging onto every word of advice from a handful of Social Selling gurus. It's time to peek behind the curtain and find out if Social Selling is a proven cure-all for old-school, impersonal, annoying cold-calling, and if its best practices are set in stone or still evolving. We're asking three thought leaders to tell us once and for all if Social Selling is fantasy and hype or fix and hope. The experts speak. Kurt Shaver, The Sales Foundry: "The first thing you should do as a Social Se

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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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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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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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