

Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
May 08th 2019: Is Digital Selling Dead? - Part 2

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Wednesday at 8 AM Pacific/11 AM Eastern Time on VoiceAmerica Business Channel

The buzz: "The idea that social selling is dead or dying is a bit over exaggerated...Cold calling should be dead" (Koka Sexton). In conversations about account-based marketing, we keep hearing that cold calling, email and social selling aka digital selling are dead. True or false? It depends. The key to the longevity and success of any channel is its rocket fuel: content. Timely, targeted and relevant messages can help you break into target accounts and drive ongoing buyer engagement in a range of channels. The experts speak. Paul Slack, Vende Social: "What we've got here is failure to communicate"

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Featured Guests



Paul Slack

Paul Slack, Founder, Chief Strategist Vende Social, is a serial entrepreneur with more than 20 years of digital marketing experience.

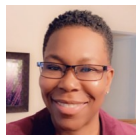
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Tom Martin

Tom Martin is a no nonsense, straight-talking 25-year veteran of the sales & marketing business who favors stiff drinks, good debates and helping companies grow their businesses.

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Charrele Robinson-Brown

Charrele Robinson-Brown supports The Global Social Selling Program team at SAP. She is charged with infusing Gamification throughout Social Selling as well as managing Social Selling e-Learning, partnering with Virtual Studios for Video + Social Selling and Training and Enablement in North America.

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