



# Changing the Game with Digital Engagement



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Changing the Game with Digital Engagement, Presented by SAP**  
Tuesday at 7 AM Pacific /10 AM Eastern  
**August 13th 2019: Secrets to Great Content**  
**Curation: You Can Do It!**

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The buzz: "Content curation is a great tactic for promoting your thought leadership — but only if the audience can clearly distinguish your insight from that of your source material" (contentmarketinginstitute.com). Does your job description include "great content curator"? Maybe not, but if you're involved in Digital Selling, it's automatically part of your role. How to do it? Find useful, timely, relevant content without any sales messaging. Add authentic personal insights. Share it with the right people at the right time to build and grow relationships. Finally, create a repeatable strate

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### Featured Guests



#### Jason Taylor

Jason Taylor, Director of Sales and Partnerships at Grapevine6, has worked as a social selling strategy consultant with some of the largest technology organizations and channel environments in the world. His experience training coupled with his background in sales has given him a full understanding of how to leverage social from a seller's point of view. He has helped thousands of professionals with the deployment of successful social selling initiatives. Jason is passionate about helping companies implement innovative strategies that translate into tangible business ROI, and strives to continually execute revenue producing programs for his clients.

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#### Brandon Bornancin

Brandon Bornancin is the CEO of Seamless.AI, where they deliver the world's best sales leads with their artificial intelligence platform. Brandon is a Serial Salesperson, 2-time Seven-Figure Entrepreneur, 13x Sales Author, and expert speaker on sales, marketing, and entrepreneurship. Brandon gained his expertise in sales & marketing while selling for IBM & Google along with building 3 businesses over the last decade. Brandon is a world-renowned public speaker whose cut to the chase, no BS in the trenches; has made millions, lost millions and everything in-between since he was 18 building his first seven-figure company in college. Brandon has participated in hundreds of speaking engagements,

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#### Marco Cai

Marco Cai is a digital frontrunner, social media expert and one of the founders of Social Selling program at SAP that has helped thousands of professionals across the world to be more successful and the company to win customers in digital/ social media age. As a passionate believer and advocator, Marco is now the Global Head of Social Selling Training & Enablement, working with more than two hundred trainers worldwide to adventure into the next stage of Social Business Evolution.

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