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Business Innovation



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Business Network Innovation with Game Changers, presented by SAP

Tuesday at 9 AM Pacific

September 22nd 2015: ABCs of Social Selling and Building Your Global Brand - Part 2

The buzz: Social selling. Studies show that B2B buyers are 57% –70% of the way through the buying process before they first engage with your sales people. Simply put, your prospects are having a learning feast without you. How? The modern buyer is digitally driven, socially connected, frequently mobile, and happily empowered with unlimited access to the information they need to decide. What does this mean to you? Your sales team needs to be up-to-date on the social selling tools and techniques to cut through this noise, build their personal brand, and deliver “the steak behind their sizzle” on

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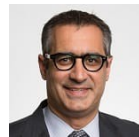
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Featured Guests



Michael Idinopulos

Michael Idinopulos is Chief Marketing Officer of PeopleLinx, a leading provider of social selling technology and training. Previously he was Chief Customer Officer of Socialtext and Director of Knowledge Technology at McKinsey & Company, where he led some of the earliest deployments of social media inside a global enterprise. Michael's TEDx talk, "Mr. Manager, Tear Down These (Digital) Walls", is available on YouTube. Michael holds a B.A. from the University of Chicago and a Ph.D. in philosophy from U.C. Berkeley.

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Phil Lurie

Phil Lurie is Vice President of Sales Technology at SAP and heads Social Selling for SAP's global sales organization. He has been in the software industry for 40 years and has held various leadership roles in large and small companies. Phil has recently written about breaking down silos in big organizations and how social selling is just the latest evolution in a classic art form.

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