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BUSINESS



The Work/Life Balance
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March 18th 2016: Work/Life Balance in Sales

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Tune in for historical perspective on the role of the salesperson in technology – we are in the ‘get it...or not’ business. Rick Morris will interview Jeff Alsberg who started selling Macintosh and clones in 1989. Many things have changed in that timeframe, but some have not moved an inch. One of those stable things is that you are either perceived as someone who ‘gets it’ or not. This customer perspective can change in an instant, so making sure you are always equipped to be valuable is a never ending challenge to know your space cold. Watching the role morph from ‘tell em what you are going to

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Featured Guest



Jeff Alsberg

Jeff Alsberg is a highly motivated, consultative sales executive and marketing professional who has sold in excess of \$100 million in technology solutions & cloud services to many diverse customers. He is a proven salesmaker, marketer and team builder. He delivers over quota results consistently using a methodology that helps customers optimize their IT environments with solutions that maximize budget and streamline processes.

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