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Sales Execution Optimization - the NEW SEO



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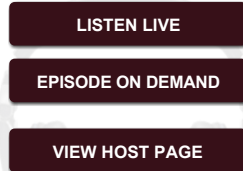
October 17th 2016: Every Person in the Company Sells - No Matter the Title!

Sales Execution Optimization is the NEW SEO. No matter the title, EVERYONE in a company sells. We are going to have the President of the company Dekra on today who will speak about this topic. It is often common for people to think "I don't sell, that is not my job." nothing could be further from the truth. In today's fast-paced, highly competitive environment, everyone is part of the sales process. The goal is to understand how to merge all of these pieces together into an engine that drives revenue for your organization.



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Featured Guest



Donald O. Nicholson

Donald O. Nicholson is the President and Chief Regional Officer (CRO) for the North American continent by the global expert organization DEKRA. In this role, Don guides DEKRA to bundle its strengths in the USA, Canada and Mexico in order better to tap the potential of this important market. Nicholson is taking on the overall regional responsibility for strategy, business development, sales, operations and personnel management for all DEKRA companies in North America. He reports directly to the DEKRA SE Management Board in Germany.

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