



# Changing the Game with Social Selling



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Changing the Game with Social Selling, Presented by SAP**  
**Tuesday at 7 AM Pacific**  
**April 18th 2017: Social Selling for Non-Quota-Carriers: Does This Compute?**

The buzz: "Not everything that can be counted counts, and not everything that counts can be counted" (Bruce Cameron). We're hearing exciting success stories about the new sales elite: savvy quota-over-achievers who apply social selling techniques and tools with energy and diligence. But how can you measure the value of your non-quota-carriers: sales team members, marketers and other business groups who don't "get" how to do social selling? And how to help them use "traditional" social tools to boost their impact? The experts speak. Julio Viskovich, rFactor: "Strategy without tactics is the

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### Tune in

Tuesday at 7 AM Pacific Time on VoiceAmerica Business Channel



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### Featured Guests



#### Julio Viskovich

Julio Viskovich is a Sales and Marketing Professor at Thompson Rivers University in Kamloops, British Columbia. He also runs NexLevel Sales, a B2B sales consulting firm specializing in working with technology companies to incorporate social media into their sales process.

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#### Jamie Shanks

Jamie Shanks is the CEO of Sales for Life, the world's largest Social Selling training program for mid-market and enterprise companies - leveraging a crowdsourcing curriculum system. Sales for Life has trained over 60,000 sales and marketing professionals, in dozens of industries around the globe.

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#### Kirsten Boileau

In her role as a Head of Regional Engagement & Social Selling at SAP, Kirsten Boileau is responsible for the dynamic collaborations and partnerships between global and regional marketing teams, as well as the continued development of the stellar Social Selling programs at SAP. As a member of the Global Marketing team and 11-year veteran of SAP, Kirsten is an expert in social selling, digital marketing, and leadership. Kirsten has deep expertise in personal branding, LinkedIn and LinkedIn Sales Navigator and has recently been named to the Top 100 Social Selling Influencers list, ranking at #40.

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