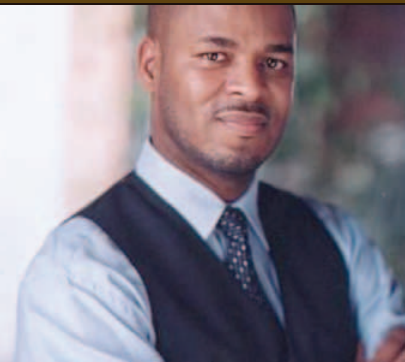


Outside-in: Where Sales & Strategy Meet



Without sales growth, all company growth is crippled. In this riveting keynote, sales expert **Adrian Davis** reveals three secrets to rapidly growing revenues with quality customers. After reviewing the historical context for today's sales challenges, Adrian explores the often overlooked intersection between major account selling and corporate strategy. Attendees will consider fundamental strategic frameworks to succeed in the new economy and how these frameworks relate to their business. Instead of seeing sales as a black box, CEOs will gain deep insights in how to effectively manage the sales department for consistent revenue growth and strategic insight. Chief Executives will become versed in what strategic shifts they need to make to ensure their company and its offerings will be highly valued by their most important customers regardless of new developments from rivals. CEOs will take away actionable insights to immediately begin growing revenue and deepening customer relationships.

DATES: May 4, 2010

TIME: 8:00 a.m. – 10:30 a.m.

PLACE: Hilton Garden Inn
985 Syscon Road
Burlington, ON

COST: No charge

RSVP: Melinda Schueder
905-633-6337
mschueder@sbpartners.ca

SB PARTNERS' EXECUTIVE KNOW HOW SERIES IS A FREE SERVICE TO BUSINESS OWNERS, BUSINESS MANAGERS, BUSINESS EXECUTIVES, OTHER PROFESSIONALS AND CLIENTS OF SB PARTNERS THAT WANT TO RECEIVE TIMELY AND THOUGHT PROVOKING INFORMATION ON MANY ASPECTS OF BUSINESS—RELEVANT MATTERS.

Adrian Davis is a business strategist and trusted advisor for business owners and chief executives. As President and CEO of management consulting firm Whetstone Inc., he has worked with SMEs and organizations such as AOL, KPMG, Motorola, PwC (PricewaterhouseCoopers), Phonak, Aviva and Dupont. His team has developed a reputation for leading organizations to innovative and practical solutions that enhance customer value and dramatically increase sales and profitability. Adrian is a certified professional in Business Process Management (P.BPM) and a certified Competitive Intelligence Professional (CIP). He holds a Bachelor of Business Administration from the University of Ottawa (Dean's Honour List). He is a thought-provoking speaker and is frequently called upon to address senior management teams and sales groups on the subjects of customer strategy, and sales excellence.

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