



ONPA 4000 Kruse Way Place. Bldg 2 Ste 160,
Lake Oswego, OR 97035

2018 AD CON

October 26, 2018 at
Crowne Plaza in Lake Oswego-
14811 Kruse Oaks Dr, Lake Oswego, OR 97035



Registration - \$ 110 per attendee

9:00-9:30 --- welcome introductions with ice breaker

9:30-10:15 --- Patti Green, Digital Strategist - Will speak about Solutions, Roadblocks and client Perceptions

10:15-11:00 --- Part 1 of Best Ad Ideas shared

11:00-Noon --- Break the Rules and Close More Sales

Noon-12:45 --- Lunch buffet

Menu-Grilled chicken with onions and mushrooms, baked penne with wild mushrooms, bell peppers, broccoli & garlic sauce, roasted potatoes, green beans, salad, fruit and rolls.

12:45-1:15 --- Awards Presentation

1:15-2:15 --- Effective ways to shorten the Sales Cycle

2:15-3:15 --- Part 2 of Best Ad Ideas shared

3:15-4:00 --- Happy Hour, Networking and Discussions

There will be a table reserved for Ad Directors to have time to communicate and discuss management topics. (Compensations, ideas for keeping up morale, and other relevant topics.

Sales staff is also invited to come and network at this time with other sales teams from all of the state.

4:00 --- Adjourn



Sandler Training- *Grounded by Cedar Root*

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Brad Kleiner is the owner of Sandler Training, with over 25 years of experience in real world sales and executive leadership positions ranging from co-founder of a small, bootstrapped startup to an executive VP/GM for a billion-dollar international media company. An accomplished speaker, Brad is experienced in motivating the attitudes, behaviors and beliefs of sales and non-sales professionals alike. His combination of style and substance keep audiences engaged while learning new ways to approach business challenges.

Brad has expertise in a wide range of subjects that can be custom-tailored to your industry or group's meeting, conference or event to deliver practical, insightful and motivational content. A key focus for Brad is creating a sales process for the sales force, maintaining a productive and positive sales culture, and effective sales management for maintaining predictable results and having some fun in the process. Most topics are delivered NOT as lectures, but as interactive, participant-centered workshops. Sample topics include

Sales Process	Business Development
Goal Achieving	Team Building
Communication Styles	Effective Hiring
Authentic Bonding & Rapport	Referrals & Networking
Sales Management	Maximizing LinkedIn

Working in both local and National sales arenas have given Brad a unique perspective and understanding of the selling process in today's challenging economic times. Brad is dedicated to working with business owners, principals, sales managers, salespeople and non-selling professionals to give them the behaviors, attitudes and techniques to reach their full potential in sales. Brad is a graduate from the University of Oregon School of Journalism with a major in Advertising and a minor in Spanish. Brad's passion is international travel and he has explored over 40 countries while stopping to live, teach and sell in Tokyo, Guadalajara and Istanbul.

Brad now focuses his talent on helping the Northwest's top companies achieve their goals, increase their revenue, and lead the way in their industry. In his free time he enjoys spending time with his 3 daughters; Lucy, Delaney and Zoe and rooting for his Ducks. A guiding philosophy in his life can be summed up in this simple statement, "If you aren't having fun, go do something else."