



# Speaker & Agenda

**ramp**

Real Access Placement Service

2017  
Advertising  
Conference

**FRIDAY SEPTEMBER 22, 2017**

TODAY

**M**att is a managing partner at the Center for Sales Strategy. He is valued by his colleagues and clients for his innovative thinking and ability to always stay ahead of the curve.



Matt developed and launched LeadG2, an Inbound Marketing company that was built to help businesses establish thought leadership and lower lead costs. Partnering with HubSpot, the #1 inbound marketing software company in the world, LeadG2 has earned the premier recognition as a platinum

Certified Partner and is the largest inbound marketing company serving the media industry in the world today. Frequently serving as a keynote speaker and moderator, Matt has provided audiences with expertise related to lead generation, inbound marketing, digital marketing, sales process, growing sales organizations, and finding and developing sales superstars. He is a featured writer for one of the top sales blogs in America and a regular contributor to leading business blogs and magazines. Matt was recognized by Forbes Magazine as one of the Top 20 Speakers you shouldn't miss the opportunity to see.

Matt is a St. Louis native, and a graduate of the University of Missouri at Columbia. He currently lives in a suburb of Dallas, TX with his wife Beth of 26 years. They have twin girls Allie and Emily.

[www.thecenterforsalesstrategy.com](http://www.thecenterforsalesstrategy.com)

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**Where:** Crowne Plaza ♦ Lake Oswego

**Date:** Friday, September 22

**Time:** 8:30am - 4:30pm

## AGENDA

8:45-9:00

### Welcome and Introductions

9:00 -12:30

### Featured Speaker: Matt Sunshine Managing Partner at The Center for Sales Strategy

✳ **Getting appointments.** This is currently one of the hardest things to do. Having an effective lead generation strategy to generate more quality appointments is the essential first step to forecasting predictable revenue.

✳ **Getting assignments.** Long gone are the days of simply getting an appointment, listening for some needs and then bringing back a proposal. In today's competitive sales environment top sellers know that the key is not only to know the needs and challenges but to get an agreed upon assignment where the prospect is actually looking forward to you bringing back a solution.

✳ **Key Performance indicators:** How to know if you are doing a good job. Measuring the final score is certainly one measurement. What are the other indicators you should look at that would show you not just what you have done, but give you a look forward at what you can expect?

12:30- 1:30

### Awards Luncheon

1:30pm-2:05

### RAMP Digital -Lisa Lawrence Multimedia Strategist w/RAMP

Lisa presents RAMP's digital capabilities and a digital marketing overview.

2:15-2:50

### Email Marketing

### Dena DeRose, Ad Director at Bend Bulletin

Dena will showcase how the Bend Bulletin partners with RAMP to provide email marketing to their customers.

3-4:15

### Best Ad Ideas

4:15- 4:30

### Thank you/ Adjourn

