

Tuesday, May 28

3:00 p.m. – 5:00 p.m.

Shawna Suckow Bonus Session – Don't Become Extinct! Join the Sales Evolution

Location: Parkview

2:00 p.m. – 6:00 p.m.

Registration

Location: Radisson Blu

5:30 p.m. – 7:00 p.m.

Welcome Reception

Location: Radisson Blu/FireLake

Wednesday, May 29

8:00 a.m. – 8:30 a.m.

Registration

Location: Parkview Foyer

8:30 a.m. – 8:40 a.m.

Welcome & Opening Comments

Location: Parkview

Speaker: Samantha Sommers, Mall of America

8:40 a.m. – 9:30 a.m.

Keynote: How to Market and Sell to Today's Buyer/ Trend Watch 2020

Location: Parkview

Speaker: Shawna Suckow

9:40 a.m. – 10:30 p.m.

Examining The Sales Process: Must haves and essential components for communication

Location: Parkview

Speaker: Jim McCann, Spader

10:30 a.m. – 10:40 a.m.

Game Changer: How lead generation platforms fit into your sales strategy

Location: Parkview

Steven Valley, BusRates

10:40 a.m. – 10:55 a.m.

Break

11:00 a.m. – 12:00 p.m.

Concurrent Session #1: On-line Quoting Process: Acceptable Timeframe

Location: Parkview

Speaker: Jim McCann, Spader

Concurrent Session #2: How to be More Memorable in Sales

Location: Boundary Waters Suite

Speaker: Shawna Suckow

12:15 p.m. – 1:15 p.m.

Lunch - Sponsored by Bloomington CVB

Location: Game Works

1:30 p.m. – 1:45 p.m.

Game Changer: Use Your Convention Visitors Bureau to Sell More

Location: Parkview

Speaker: Dino LoBaido, Bloomington CVB

1:45 p.m. – 1:55 p.m.

Game Changer: Crowd Sourcing Tools To Sell More Charters

Location: Parkview

Speaker: Numaan Akram, Rally

1:55 p.m. – 3:25 p.m.

Tech Panel: Tech tools and trends to increase sales

Location: Parkview

Numaan Akram, Rally; Steven Valley, BusRates; Chris Riddell, UBT; Joanna Patterson, FlixBus; Eric Elliott, Distinctive Systems

3:25 p.m. – 4:15 p.m.

Small Fleet Roundtable: Fleet of Under 15

Location: Parkview

Facilitator: Bethany Schubert, Trobec's Bus Service

Large Fleet Roundtable: Fleet of 15 or more

Location: Boundary Waters Suite

Facilitator: Stacy Tetschner, UMA

4:30 p.m. – 5:30 p.m.

Develop A Marketing Plan To Increase Sales

Location: Parkview

Speaker: Jim McCann, Spader

Thursday, May 30

7:30 a.m. – 8:00 a.m.

Registration

Location: Parkview Foyer

8:15 a.m. – 8:45 a.m.

Game Changer: CRM Platforms – Determining What You Need to Meet Your Sales Needs

Location: Parkview

Speakers: Chris Riddell, UBT; Eric Elliott, Distinctive Systems

8:45 a.m. – 9:30 a.m.

Sell Safety As A Competitive Advantage

Speaker: Brent Maitland, MCI

Location: Parkview

9:30 a.m. – 10:00 a.m.

Game Changer: Using Video to Sell: Video Tools, Social Media, LinkedIn

Location: Parkview

Speaker: Stacy Tetschner, UMA; Chris Riddell, UBT

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:30 a.m.

Closing Keynote: Selling Your Prices Through Mastering Your Unique Selling Position

Speaker: Chris Riddell, UBT

Location: Parkview

11:30 a.m. – 11:45 a.m.

Closing Comments, Debrief, Wrap Up

Location: Parkview

Speaker: Bethany Schubert, Trobec's Bus Service