



The University of Akron Fisher Institute for Professional Selling and Sales and Marketing Executives International (SMEI) Akron Sales Symposium – Featuring Keynote Speaker Jeffrey W. Hayzlett

Fisher Institute for Professional Selling

SAVE THE DATE!

December 2, 2010

Times: All day: 1 - 8:30 p.m., or dinner and keynote: 5 - 8:30 p.m.
(see other side for details)

The Tangier, 532 W. Market St., Akron, OH

AND

“Give Your Business the Mirror Test – Is Your Company Really Breathing? – Here’s How You and Your Company Must Adapt... Or Die.”



Dinner featuring Keynote Speaker:

Jeffrey W. Hayzlett

Hailed a “Celebrity CMO” by **Forbes Magazine**, and famous for his outspoken appearances on numerous television networks, Jeffrey is widely recognized as one of the most influential marketers of our time. He’ll talk to us about what he calls “**The Mirror Test**,” the title of his new book and a new way to look at your company’s marketing and sales strategy. Will your business be positioned to fog the mirror and grow in today’s new economy?

Guest Speaker



Melanie Wood

A dynamic, energizing, and **results-oriented sales management consultant and speaker** with more than 20 years of international experience at **AT&T, IBM, and Advanstar Communications**.

“Using Key Sales Metrics to Diagnose and Improve Sales Rep Performance”

Guest Speaker



Andrew Thomas

An assistant professor of international business at The University of Akron. A **New York Times bestselling business writer**, and author or co-author of 15 books, including “**The Distribution Trap**”.

“The Distribution Trap: Keeping Your Innovations from Becoming Commodities”

Guest Speaker



Josh Gordon

#1 sales blogger and very well known author of four books, including “**Tough Calls**” and “**Presentations that Change Minds**.”

“What It Means to be Persuasive in the Age of Social Media, Electronic Media and Content Based Persuasion.”



Fisher Institute for
Professional Selling

AND



Premier Corporate Table Sponsor – \$750

- » Table of eight for entire day
- » Company name on table
- » Recognition of company at podium
- » Your company's brochure or gift item included in "goodie bag" if desired

Investment:

SMEI Akron Members and Fisher Institute Executive Board Members and Sales Students – All day \$99: 1 - 8:30 p.m.

- » Networking, dinner and keynote only \$69: 5 - 8:30 p.m.

Nonmembers – All day \$149

- » Networking, dinner and keynote only \$99

Evening also includes **VIP Networking reception** and **book signing** by **Jeffrey Hayzlett**

First 100 paid attendees receive
Jeffrey Hayzlett's new book,

"The Mirror Test"

FREE!

R.S.V.P. by phone **330-945-7740** or visit
www.smeiakron.org
e-mail: **smeiakron@ameritech.net**

or

www.uakron.edu/cba/fisher
e-mail: **linda@uakron.edu**

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