



11.8.17 - 11.9.17 GreatAmerica Headquarters

LEARN STRETCH EVOLVE GROW

## GreatAmerica University Lead Gen Seminar Agenda

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| <b>Wednesday, November 8</b>   |  |
| The afternoon session lays the groundwork for understanding inbound sales and marketing. |  |
| 12:30  | <b>Registration</b> and Boxed Lunch Upon Arrival   |
| 1:00-1:10  | <b>Welcome to GreatAmerica</b> - Jennie Fisher, GreatAmerica Financial   |
| 1:10-1:20  | <b>Introductions &amp; State Of the Union</b> - Josie Heskje, GreatAmerica Financial<br>What is at stake if we don't adapt to the changing landscape of the buyers?  |
| 1:20-2:00  | <b>Session 1: What is Inbound Marketing and How has It Impacted Your Dealership?</b><br>- Lindsay Kelley, Prospect Builder<br>Buyers today are different than 10 years ago, but how? Think of all the ways you buy things today: Amazon, iTunes, even takeout food. You likely use your computer to purchase items you need or to research them in order to make an educated decision. As our technology has evolved, we've kept up the pace and evolved with it. And with that comes the expectation that you can get anything you need to find instantly. We explore inbound marketing, the inbound marketing methodology, its impact on the buying process, and how it can lead to increased leads for your dealership. |
| 2:00-2:45  | <b>The Evolution of the Office Technology Dealership: A Real World Case Study</b><br>A case for change. How one dealer made the transition and adapted to their buyers to position their dealership for growth and increased sales. <ul style="list-style-type: none"> <li>• Where they started</li> <li>• How they made the transition</li> <li>• Tangible and intangible ROI</li> </ul>  |
| 2:45-3:00  | <b>Break</b>   |
| 3:00-4:00  | <b>Session 3: The Transition to Selling Managed Services via Inbound Selling</b><br>- Rachel Plummer, HubSpot<br>An exploration of how your company needs to change in order to grow sales. We explore how sales needs to adapt to the buyer in order to win the sale and the necessary steps C-Level executives need to take in order to implement this cultural shift in the organization. What are the basic steps dealerships need to take to get started and be successful? Without top level buy-in, inbound will fail.  |
| 4:00-5:00  | <b>The New Roles of Sales and Marketing</b> – Lindsay Kelley<br>With buyers being 70% of the way through their sales cycle today, what needs to be done in order to win the trust of these buyers so they convert into qualified leads? What does marketing need to do for sales and how can sales use content throughout their outbound efforts to bring the prospect in and win their trust? What does true sales and marketing alignment look like? What can leadership do to support this?   |
| 5:00-5:05  | <b>Wrap up and updates for remainder of evening</b> – Josie Heskje   |
| 5:05-5:30  | <b>Brief tour of GreatAmerica (floor 5 to 8 down to 7, then land on 1<sup>st</sup> for reception)</b>  |
| 5:30-6:45  | <b>Networking Reception in 1<sup>st</sup> Floor Living Space (beverages, snacks, games)</b>  |
| 7:00-9:00  | <b>Dinner</b>  |



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## Thursday, November 9

The Day 2 portion of the training centers on the strategies and tactics necessary to make an inbound effort successful.

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| 7:30-8:00   | <b>Breakfast and Networking</b>  |
| 8:00-8:15   | <b>Welcome Back</b> - Josie Heskje   |
| 8:15-9:00   | <b>Session 5: How Does Google Work?</b> - Lindsay Kelley<br>Overview of searcher's intent and what Google looks for from your digital content.   |
| 9:00-10:00  | <b>Session 6: What is a buyer persona and the buyer's journey?</b><br>- Josie Heskje & Lindsay Kelley<br>A walk through of the different target buyers your dealership targets and how to build out each one of their stories for more effective and targeted content. Then walk through the stages of the buyer's journey and what each stage requires from sales and from marketing.   |
| 10:00-10:15 | <b>Break</b>   |
| 10:15-11:00 | <b>Session 7: Brainstorming session</b> - Lindsay Kelley<br>Breakout session for coming up with questions each persona asks and at what stage of the sales cycle they ask.   |
| 11:00-11:45 | <b>Session 8: How to Build out a Successful Inbound Marketing Campaign</b> - Lindsay Kelley<br>Understanding the inbound marketing methodology is a great first step, but what's next? This session walks through a true campaign and how to build it out for lead generation purposes.  |
| 11:45-12:00 | <b>Boxed Lunch Provided</b>  |
| 12:00-1:00  | <b>Session 9: How to Build out a Successful Email Sequence for Prospecting</b><br>- Rachel Plummer<br>Attract buyers to the idea of talking with your sales force through an effective email sequence. Create trust and interest, while leading them down a path to support your lead generation goals. Rachel will provide best practice examples of an effective email sequence and steps you can take when back at your office to create yours. |
| 1:00-1:10   | <b>Conclusion and Thank You</b>  |