

SANDLER PARTNERS
NATIONAL SUMMIT 2021
September 13

VIRTUAL AGENDA





EVENT SCHEDULE

MONDAY, SEPTEMBER 13

OPENING SESSIONS

8:30 – 9:30 am PT

LOG IN AND VISIT VIRTUAL EXHIBITOR BOOTHS

9:30 – 10:10 am PT

OPENING REMARKS WITH ALAN SANDLER & SUMMIT HOST LINZIE JANIS

- **CLOSES WITH TECH PROVIDER AWARDS & RAFFLE**

10:10 – 11:00 am PT

OPEN YOUR HORIZON TO ANY SCALE ENGAGEMENT

- Hosted by Ryan Yakos (SVP Channel of the Mid-West Region at Sandler Partners)
- Top providers AT&T, Broadvoice, Cox, Mitel, and Vonage share their tips and insights for winning business with organizations of every size and level of complexity —from simple mom-and-pop operations to large-scale, multi-location entities with elaborate demands. Understanding the requirements and motivations of decision makers is the first step to making them happy, and winning the deal.
- **AT&T, Broadvoice, Cox, Mitel, Vonage**
- **CLOSES WITH TECH PROVIDER AWARDS & RAFFLE**

MORNING BREAKOUT SESSION

11:35 am –
12:30 pm PT

VIRTUAL SESSION, GROWTH TRACK: Power Openers, Interactive Workshop

- Denise Paglia-Cole, Own the Room Coach
- Online Attendees Only | Turn your webcam on and get ready to engage, Denise will actively engage with the audience. Open the conversation strong, it's the first step to closing the deal. Capture attention from the very beginning to establish credibility and emotional connection. Sets the tone. Establish how you'll be perceived. Inspire customers to take action, and establish a lasting engagement.

12:30 – 1:45 pm PT

VISIT VIRTUAL EXHIBITOR BOOTHS & BREAK FOR LUNCH



EVENT SCHEDULE

FIRST AFTERNOON BREAKOUT SESSION

1:45 – 2:40 pm PT

TECH TRACK: Identify the Threat Landscape & Sell Security with AT&T Cybersecurity Evangelist Theresa Lanowitz

- Hosted by Eric Beller (SVP Sales & Complex Solutions at Sandler Partners)
- Theresa shares her experience as a software developer, analyst, and tech security pioneer, identifying the rapidly changing security threat landscape. You will learn to assess points of threat opportunity and the steps your clientele should be taking to reduce exposure — from VPNs and AI cybersecurity to cloud applications and upgrade regiments to current challenges and what’s lurking around the corner.
- **AT&T**

SECOND AFTERNOON BREAKOUT SESSION

2:45 – 3:40 pm PT

GROWTH TRACK: The Power of Influence in Work and Customer Relationships (Location: Mainstage, Salon D-G)

- Led by Alan Echtenkamp, Organizational Psychologist
- Each day we navigate complex and dynamic cognitive and emotional experiences — much of which occurs below the conscious level. Controlling and directing this energy, and recognizing how it shifts in others, can have a profound impact on how you approach relationships and customer interactions.

3:40 – 4:10 pm PT

BREAK FOR LAST CHANCE TO VISIT EXHIBITOR BOOTHS TO WIN PRIZES



EVENT SCHEDULE

CLOSING SESSIONS

4:10 – 5:05 pm PT

BE READY TO ANSWER YOUR CUSTOMER'S CALL: THE INS, OUTS AND UPSIDE OF CCAAS

- Hosted by Paul Seeley (SVP at Sandler Partners)
- Representatives from the leaders in Cloud Contact Center Solutions —8x8, Dialpad, RingCentral, and Vonage—present a high-level overview of the modern “Call Center.” From back-end to end-user experience, you’ll learn about the IT infrastructure, analytics and delivery systems that make CCaaS such a lucrative offering.
- **8X8, Dialpad, RingCentral, Vonage**
- **STARTS WITH TECH PROVIDER AWARDS & RAFFLE**

5:05 – 5:30 pm PT

CLOSING REMARKS WITH ALAN SANDLER

- **STARTS WITH TECH PROVIDER AWARDS & RAFFLE**