



# CONNECTION SCHEDULE

## SPRING 2023

- **February 15th @ 11:30am EST: Scent Marketing Connection**

Connect with other professionals in the scent marketing industry to discuss problems, successes and business in general.

- **March 9th @ 2:00pm EST: Preparing to Sell**

**Jessica Starks of Transworld and Tom Hamp of AdvCoach**

Whether the idea of selling your business has crossed your mind as a to-do in the next decade – or if you feel it's right around the corner – experts Jessica Starks and Tom Hamp are here to help guide you. Join us and gain valuable insight on how to ensure the next chapter of your business, and you, is a great one.

- **March 15th @ 11:30am EST: On-Hold / VOIP Connection**

Connect with other professionals in the on-hold and VOIP industry to discuss problems, successes and business in general.

- **April 13th @ 2:00pm EST: Prospecting 101 - Ian & Carrie, Richardson & Richardson**

Richardson & Richardson's Prospecting 101 talk track reviews all the components to a successful prospecting practice, including how-to information, objection handling, defining a strategy, our ASK methodology, and practical examples. If you're considering doing outbound prospecting at your organization, Prospecting 101 is a great resource to attend to get the process started!

- **April 19th @ 11:30am EST: SEO / Web Development Connection**

Connect with other professionals in the SEO and web development industry to discuss problems, successes and business in general.

- **May 10th @ 11:30am EST: Creative Services Connection**

Connect with other professionals in the creative services industry to discuss problems, successes and business in general.

- **May 16th @ 2:00pm EST: Sales Compensation & Employee Retention**

**Blake Casey, Two Men and a Truck Corporate**

Hiring and compensating a great sales employee can be difficult. Keeping them around can be even harder. Blake Casey, Moving Services Manager at Two Men & A Truck's corporate office, shares his experiences in consulting with franchises across the U.S. and how they compensate sales staff. Blake also spent several years managing a franchise of young employees and was able to retain and increase involvement dramatically during his time there.

