



UNLEASH

AGENDA

SUNDAY

REGISTRATION

2:00 p.m.

OPENING RECEPTION

7:00 – 9:00 p.m.

MONDAY

GROUP WORKOUT

Choose between yoga or Navy SEAL training with Echelon Front

6:00 – 7:00 a.m.

BREAKFAST

7:30 – 8:30 a.m.

GENERAL SESSION 1

Outreach Keynote – Manny Medina, Co-founder & CEO; Matt Millen, SVP of Sales; Andrew Kinzer, Co-founder & VP of Product Strategy
8:30 – 9:30 a.m.

Driving revenue lift requires effective engagement throughout the customer lifecycle. At this keynote, we'll map out our vision for driving bottom-line results by making every rep wildly productive and orchestrating seamless collaboration across the revenue team. We'll talk about our vision for the future, the investments we're making to keep you one step ahead, and introduce the theme for our conference: Peak Performance. You'll walk away inspired to take your game to the next level and equipped to make the most of Unleash 2018.

GENERAL SESSION 2

Extreme Ownership – Jocko Willink, retired Navy SEAL, Author, and Co-founder of Echelon Front

9:30 – 11:00 a.m.

Whether you're an individual contributor or a CEO, winning requires ownership of your domain, decisions, and results. In this exciting keynote from retired Navy SEAL commander Jocko Willink, you'll learn battle-tested concepts of combat leadership that directly correlate to all leadership situations on and off the battlefield. You'll walk away with tried, tested, and proven combat leadership principles and strategies learned on the front lines of the war on terror.

BREAK

11:00 – 11:30 a.m.

GENERAL SESSION 3

The Growth Playbook – Carlos Delatorre, Chief Revenue Officer, Mongo DB

11:30a.m. – 12:00 p.m.

Whether you're in Sales, Marketing, Success or Ops your job is to drive efficient growth. In this session, we'll learn from a sales leader who built the team, sales process and tech stack that drove MongoDB from private startup to thriving publicly traded company. Carlos will open his playbook to share the metrics that matter, the plays that win, and how and when to scale to achieve explosive growth.

GENERAL SESSION 4

Releasing Magic Through Mental Toughness – Amy Slater, VP of Sales, Palo Alto Networks

12:00 – 12:30 p.m.

Operating at peak level is a challenge in the best of times; when times are tough it can seem unattainable. Amy Slater is not just an admired sales leader – she's an author and speaker who's used learnings from her own struggles to build a playbook for mental toughness and resiliency. In this inspiring session, she'll share a framework for changing your mindset to rise above difficult situations and release the magic of your passion and purpose.

LUNCH

Jocko Willink Book Signing

12:30 – 1:30 p.m.

BREAKOUT I

1:30 – 2:10 p.m.

Track 1: Workshop: Content 2.0 – Driving revenue with a prospect-centric approach, Andrew Henningsen, CSM, Outreach

Do you struggle with connecting the right prospect to the right message or offer? How about personalizing your team's approach at scale? In this workshop you'll learn how to identify your prospecting personas, how to align meaningful content to them, and how to optimize content to make your reps more effective than ever. Come excited because we'll be pulling back the curtains on some of Outreach's content best practices and sharing strategies that helped us 4x our meetings.

***Bring your laptop to this session**

Track 2: The Sales Leader Road to IPO : A Panel Moderated by Manny Medina, CEO, Outreach, Carlos Delatorre, CRO, MongoDB Lars Nilsson, VP of Global Inside Sales, Cloudera Hilary Headlee, VP of Global Sales Ops, MINDBODY

It's every entrepreneur's ultimate dream: an IPO. But what does it really take to go public? Find out from leaders who've done it how they built and scaled Sales, Ops and Marketing to grow revenue to IPO and beyond. You do not want to miss this insider playbook on how to make your IPO dream a reality.

Track 3: How Outreach Uses Outreach, Sam Nelson, SDR Manager, Outreach

Come get the inside scoop on Outreach best practices from our original power user – our own sales team. You will learn the do's and don'ts of Sequence strategy, best practices for constructing killer content, and how to ensure fast and perfect follow-up with every prospect. Get ready to take your Outreach game to the next level.

Track 4: How The Right Process and Technology Turn Sales and Marketing Finger Pointing into Fist Bumps, Matt Heinz, CEO, Heinz Marketing; Natalie Sieler, Content Marketing Manager, ConsumerAffairs; Stephanie Ristow, Senior Marketing Manager, Charter School Capital; Nichole Vine, SurveyMonkey

The most successful revenue teams have discovered how to align Sales and Marketing to ensure a seamless lead flow. In this panel session, Marketing guru Matt Heinz will lead a discussion with three of the most creative marketers in the industry about how to align Sales and Marketing once and for all with the right process, technology and shared accountability.

BREAKOUT 2

2:15 – 2:55 p.m.

Track 1: Workshop: Do My Sequences Kick Ass or Not? Nick Hart, CSM, Outreach

Are you new to creating Outreach content? In this workshop, we'll assess your Sequences to identify if you are creating the right type and frequency of tasks and if the activities your reps are completing really impact your KPI's. Utilizing Outreach data and analytics, you will be able to see how your players stack up to each other and align to global metrics. Come get your content on!

***Bring your laptop to this session**

Track 2: Setting Your Game Plan: Coaching to Success with Metrics, Tools and Methodology, Vaughn Aust, EVP Marketing and Product, MarketStar

Vaughn Aust EVP at MarketStar will share best practices and recommendations on sales coaching methodologies, performance metrics and enablement tools based on MarketStar's 30+ years of delivering Sales as a Service tm programs for leading technology and SaaS companies selling into SMB at scale. Join if you would like to learn from the trials and tribulations of launching new sales teams into new markets.

Track 3: Outreach Roadmap: What to Expect in 2018, Greg Mushen, VP of Product, Outreach

Outreach is the sales engagement platform that manages all customer engagements across their lifecycle to drive revenue efficiency. We're excited to announce brand new capabilities designed to drive predictable revenue for your business and make every member of your revenue team wildly productive. Join our Head of Product as he walks through our product roadmap and walk away with new ways to equip your team for success.

Track 4: Operationalize the Power of Outreach Meetings, Andrew O'Neill, Business Operations, Outreach; Brigitte Eder, Sr. Product Manager, Outreach

Given the volume of data it manages and the uniqueness of your configuration, connecting Salesforce with other systems can be complex business. But connecting it to Outreach doesn't have to be. In this session designed for Ops leaders, we'll walk through the ins and outs of the Outreach Salesforce plugin and give you best practices to better configure your organization for success. We'll also share learnings we gained from working with thousands of customers so you can set yourself up for success.

BREAKOUT 3

3:00 – 3:40 p.m.

Track 1: Workshop: Relationship Management in Outreach, Joe Vaiana, CSM, Outreach

Outreach is not just a powerful prospecting tool, it's also a platform for accelerating deals and managing customer relationships post sale. In this workshop you'll learn how to manage customers at the account level using Smart Views, Tasks and Activities. You'll also learn how to work efficiently from your inbox to close more business, and drive renewals, expansions and upsells across your book of business. ***Bring your laptop to this session**

Track 2: Extending the Value of Outreach, Gauri Chawla, Head of Global Business Development, Showpad; Patrick Purvis, CRO, DiscoverOrg; Brian Birkett, VP of Sales, LeanData

Outreach is a powerful platform for engaging customers throughout their lifecycle but it's even more powerful when connected to other best-in-class sales solutions. In this session you'll learn how to extend the power of Outreach with automated lead matching and routing, and the ability to deliver the right content to the right buyer at the right moment in the sales cycle.

Track 3: How to Hire and Retain SDRs for Almost Ever, Tito Bohrt, Founder and CEO, AltSales

According to leading research from TOPO, the average tenure of an SDR is 14.2 months. When you factor in the cost of ramp and training, high SDR churn is a pain point for any sales leader. In this session, you'll learn creative ways to keep your high performing SDRs motivated and engaged beyond the first 12 months, the best way to structure comp plans to drive the right behaviors, and how to manage the age-old question "How can I become an AE?"

Track 4: Respond to Leads Faster By Aligning Your Pipeline Trifecta: Marketing Ops, Sales Ops, and BDR, Lisa Goldscher, Manager of Business Development, FinancialForce

We've all seen the statistics about the importance of responding to leads as soon as possible. So you won't want to miss this engaging session about how Financial Force cut their lead-to-response time in half. The secret? They created an innovative Subject Line Process Builder that reduced their lead response process from three steps down to one. This, in turn, gave Marketing Ops, Sales Ops and BDR's 33% more time to sell. Nice!

BREAK

3:40 – 4:15 p.m.

WRAP-UP

Your Peak Performance Plan – Michael Savage

4:30 – 5:00 p.m.

BREAK

5:00 – 6:00 p.m.

TOP GUN PARTY

Museum of Flight, Balboa Park

6:00 – 9:30 p.m.

UNLEASH AFTER DARK

Barefoot Beach Bar at Paradise Point

10:00 – 11:30 p.m.

TUESDAY

GROUP WORKOUT

Choose between yoga or Navy SEAL training with Echelon Front

6:00 – 7:00 a.m.

BREAKFAST

7:30 – 8:30 a.m.

OPENING

Recap of Monday and What to Expect Today – Michael Savage

8:30 – 8:45 a.m.

DAY 2 OPENING KEYNOTE

The Anatomy of Ultimate Performance – Joseph McClendon III, Ultimate Performance Specialist

8:45 – 10:15 a.m.

Peak performance isn't an art, it's a science. As one of the most sought-after Ultimate Performance Specialists in the industry, a lecturer at UCLA and Harvard, and an advisor to Fortune 500 companies around the world, Joseph has helped thousands of people break through the status quo to reach peak excellence. In this one-of-a-kind session, you'll learn how you function as a human and how to leverage that to your advantage, how to get more effective at everything you do, and how to achieve the outcomes you seek sooner rather than later.

GENERAL SESSION I

The Art of the Sales Story – Roberto Monaco, Chief Presentation Officer, Influencology

10:45 – 11:15 a.m.

Stories are the most powerful, yet underutilized, tool in the sales arsenal. As a sought after speaker, trainer and coach, Roberto has developed a proven method for developing and delivering your own personal story. In this high energy session, he'll share a framework for using business stories to sell more faster and a time-tested process to find your essential story.

GENERAL SESSION 2

5 Minutes to Make Your Mark – Brian Walsh, Senior Director, Force Management

11:15 – 11:45 a.m.

It's a giant numbers game and your SDR's play it every day: dialing for dollars. Less than 10% of your calls turn into connects, and even fewer into conversations. When you do connect, you've got 5 minutes to make your mark. Join Force Management's Brian Walsh as he deconstructs the 5-minute sales conversation, one minute at a time. You'll learn how to prove your value and differentiation in those precious first few minutes and earn the right to keep talking.

BREAKOUT 4

11:50 a.m. – 12:30 p.m.

Track 1: Workshop: Outreach Advanced Task Management, Jordan Greaser, Training Specialist, Outreach

Even the most seasoned Outreach user can pick up some new tricks at Unleash! At this workshop you'll learn advanced techniques for mapping prospects to sequences; how to create, organize and prioritize tasks using smart views and intelligence tiles; and how to use Outreach data and analytics to optimize your performance. You will truly be operating at peak excellence after you attend this session!

***Bring your laptop to this session**

Track 2: Make Every Interaction Better than the Last, Roy Raanani, CEO and Co-founder, Chorus.ai

Conversations are the heartbeat of relationships and business. We work hard to generate meetings with the right people, but what happens once they get in that room is critical to converting meetings into Closed-Won opportunities. In this session, Chorus.ai will share high-impact examples of what they've learned from analyzing over 2M sales conversations from top revenue teams using their Artificial Intelligence-based Coaching Network.

Track 3: Roadmap Deep Dive: Machine Learning and Analytics, Ben Edick, Outreach Product Manager; Kamal Suffoletta, Global Head of Sales Development, Glassdoor

You've heard a lot about machine learning, but do you know how it can enhance the way reps sell by providing deep insights into what's working and what's not? Join us as sales visionary and Global Head of Sales Development at Glassdoor, Kamal Suffoletta, runs us through a real world application of how Amplify positively impacted his sales team. Join us if you would like to learn how machine learning can Amplify the art of sales with the science of machine learning.

Track 4: What They Didn't Teach You at ABM School, Joe Chernov, CMO, InsightSquared; Jessica Cross, Sr Manager of Account Based Marketing, RollWorks

By now everyone knows that effective account-based marketing, or ABM, can improve close rates, shorten sales cycles and increase deal size. And with the surge in content related to ABM, marketers are beginning to get a grasp on best practices. But when it comes to real-world implementation, the best laid plans of marketing and sales often go awry. This example-packed session will point out some of the potholes that can impede ABM progress and dampen ABM effectiveness, and provide guidance to help your team avoid them.

LUNCH

Joseph McClendon III Book Signing

12:30 – 1:30 p.m.

BREAKOUT 5

1:30 – 2:10 p.m.

Track 1: Workshop: Define Your Prospect Persona, Marylou Tyler, CEO, Strategic Pipeline

Getting a handle on your prospect persona drives better first meetings, higher deal velocity and more revenue. In this hands-on workshop you'll use a deal you're currently working to build your own prospect personas. You'll learn how to gather internal and external insights to develop your prospect persona, how to build an influence map, and how to leverage a sales conversation canvas. You'll also walk away with a set of developed personas you can use immediately to drive more pipeline and deals.

***Bring your laptop to this session**

Track 2: Mission Planning: How the Military Planning Model Applies to Business, JP Dinnell, Echelon Front

If you enjoyed Jocko's keynote, you won't want to miss this. Designed to create alignment across your entire industry, the planning process is critical to create understanding, buy-in, and commitment to mission accomplishment. In this session you'll learn the military's approach to mission planning and how to put it into practice on your team. The session culminates with an exercise to establish the process and path toward setting a vision and accomplishing your own mission.

Track 3: Building Your Personal Brand to Win in Sales, David Dulany, Founder and CEO, Tenbound

In sales, personal brand matters as much as the product or service you sell. But your social profile is table stakes – personal brand is built in every conversation you have. In this session you'll learn from an expert who went from SDR to sought after consultant how to build a personal brand that opens doors by knowing your prospect, weaving the right talk track, and earning trust in every interaction.

Track 4: Lessons from the Front Lines: Outreach Award Winners Panel, Charlotte Lilley, Director of Customer Marketing and Outreach Nucleo Award winners

Nucleo award recipients have used Outreach to drive impressive business results. In this session, you'll hear first-hand about their use cases, the creative ways they leveraged Outreach to meet their goals, and the bottom line business impact they achieved. You'll walk away with new ideas about how to get more value from Outreach and the inspiration to make them a reality. These are people you'll want to get to know.

BREAKOUT 6

2:15 – 2:55 p.m.

Track 1: Workshop: Optimize for Email Deliverability, AJ Jasso, Technical Support Engineer, Outreach

Emails are like salespeople: they better deliver. So how do you steer clear of spam filters and make sure all of your emails reach their targets? At this informative workshop, you'll learn how to maximize email deliverability by using your own domain, setting good throttling, and creating variability in your content. ***Bring your laptop to this session**

Track 2: Time to Trust, Chris Beall, CEO, ConnectAndSell

Trust is the true currency of B2B sales, because buying for your employer is risky business. With their professional reputation on the line and no way to catch up to sellers' product knowledge, B2B buyers must ultimately throw their trust to one seller if they are to make a deal. Without this leap of trust, buyers stay on the sideline forever, and sellers — who, unlike buyers, don't have all the time in the world — fail in frustration.

Track 3: Outreach for Closers (aka: AEs), Kate Batt, Account Executive, Pendo; Shannon Blackwell, Regional Sales Executive, Concur; Keshia Hohenstein, Account Executive, RainForestQA

Closing deals isn't easy. Between running disco calls, researching buyers, building and executing account strategies, and working to advance every deal in your pipeline, you are stretched thin. Outreach is here to help. In this session, you'll learn how other AEs have used Outreach to automate low-value tasks to focus on customer interactions, how they've increased meeting hold rates, and how they've managed to nurture every buyer and influencer without the grunt work.

Track 4: How Outreach Tripled Marketing-Sourced Revenue Through Seamless Marketing and Sales Alignment, Dan Ahmadi, Director of Demand Generation, Outreach; Lauren Alt, Marketing Campaigns Manager, Outreach; Steve Ross, Director of Sales Development, Outreach

At Outreach it's not just Sales who carries a number - Marketing has a number as well. And we feel confident about hitting it - thanks to our platform. We've designed a process to ensure our outbound and inbound efforts are complimentary and every lead generated by inbound receives the same love and care as an outbound lead. Come to this session to learn how we've designed lead flow across Marketing and Sales to more than triple Marketing contribution to revenue.

BREAKOUT 7

3:00 – 3:40 p.m.

Track 1: Workshop: Proactive Management with Outreach, Jordan Greaser, Training Specialist, Outreach

As managers, we know that data-based coaching conversations drive better results than those based merely on opinion. Problem is, we seldom have the data at our fingertips. Thankfully, Outreach is a goldmine of data to help you have the right conversations. In this workshop, you'll learn how to trigger alerts when it's time for a coaching conversation, how to track the KPI's that will lead you to have the conversations, and how to implement these tools to coach to create a high performing team. ***Bring your laptop to this session**

Track 2: What I Wish I Had Known: Candid Advice for Getting the Most Out of Your Outreach Investment, Ryan Shertzer, Director of Inside Sales, Seal Software; Taft Love, Director of Sales Development, SmartRecruiters; Jeremy von Halle, Sr Director of Revenue Operations, JellyVision. Moderated by Pleasant Rich, RVP of Sales, Outreach

Whether you're new to Outreach or a longtime customer looking to learn expert tips and tricks, this session is for you. A few customers who've learned to capitalize on the power of Outreach will share candid advice on how to get the most out of your investment. You'll learn how to maximize the efficiency of your team, how to avoid missteps, and the power of planning and accountability.

Track 3: The Future of Sales Development, Pete Kazanjy, Founder, Atrium; Cart Kelly, Director of Sales Development, Zenefits; Mallika Sahay, Sales Development Manager, Segment; Sean Daugherty, SDR Manager, KeepTruckin

Since its initial popularization in the late 2000s at Salesforce, Sales Development has quickly become the fuel of modern revenue teams. As a result, the industry has seen massive innovation in the technologies and processes that sales development teams use to do their jobs better and faster. Better prospecting intelligence. Better outbound automation workflow tooling. Better analytics. Always improving. Today's SDRs are the most heavily leveraged salespeople in modern sales organizations. In this session three SDR leaders will discuss the most beneficial technologies and processes that have impacted their organizations, and what they see as top priorities over the coming 18 months.

Track 4: GDPR Compliance in Outreach - What You Need to Know, Martin Rues, Chief Information Security Officer, Outreach

For any company with customers in the EU, GDPR (General Data Protection Regulation) is a concern. Fear not - Outreach has your back. In this session, we'll break down the requirements that apply to the data you manage in Outreach and the steps we've taken to help our customers meet their obligations under the new regulation. You will walk away with a keen understanding of compliance requirements and the confidence that you can meet your obligations with Outreach.

BREAK

3:40 - 4:10 p.m.

KEYNOTE

The Future of Sales - Matt Millen, SVP Sales of Outreach; Manny Medina, CEO of Outreach; Patrick Purvis, CRO of DiscoverOrg; Steve Richard, CRO of ExecVision; Sahil Mansuri, Co-founder and CEO, Bravado

4:15 - 4:45 p.m.

We've reached an inflection point in selling where technologies like customer engagement platforms and AI/machine learning have made it possible to drive predictable results. But the pace of change will only accelerate. What's coming next? And what should you do to prepare? In this panel discussion led by Matt Millen, sales leaders and technology visionaries will share their perspective on the future of selling.

CLOSING SESSION

Peak Performance: From Plan to Action - Michael Savage

We are committed to ensuring that everyone who attends Unleash leaves with not just with lessons and ideas but with a plan of action they will use to drive peak performance across their team. In this closing session we'll go through an exercise to make concrete commitments to your plan and establish accountability for achieving your goals.

BEACH PARTY

Paradise Point

5:00 - 7:00 p.m.



UNLEASH
AGENDA