

BILLION DOLLAR SALES ROUNDTABLE

Agenda at a Glance

Tuesday, May 10 – Wednesday, May 11, 2022

DAY 1 – TUESDAY, MAY 10, 2022

- 6:00 PM Registration Opens, Reception, & Dinner
Grand Ballroom
- 7:00 PM Featured Speaker: Michael Rogers, *Futurist-in-Residence, The New York Times; Columnist, MSNBC*
- 9:00 PM Evening Concludes

DAY 2 – WEDNESDAY, MAY 11, 2022

- 7:00 AM Registration Opens & Breakfast
International Ballroom
- Featured Speaker: Jade West, NAW Chief Government Relations Officer
- 8:00 AM Session One | **Restructuring Sales Teams to Succeed in Today's Marketplace**
Room 2032
- Featured Speakers:
- David Bauders, *Chief Executive Officer, SparxIQ*
 - James Howe, *Executive Vice President, Motion Industries*
 - Justin Powell, *Vice President of Sales, Beacon Building Products*
- 9:30 AM Break
- 9:45 AM Session Two | **Leveraging Technology to Improve Hybrid and Virtual Selling**
Room 2032
- Featured Speaker: Mark Magnacca, *President and Co-Founder, Allego*
- 11:15 AM Roundtable Discussion
Room 2032
- 12:15 PM Lunch
International Ballroom
- 1:15 PM Session Three | **Coaching Your Sales Team**
Room 2032
- Featured Speaker: Doug Wyatt, *Vice President, Sales and Marketing, SparxIQ*
- 2:45 PM Adjournment

BILLION DOLLAR SALES ROUNDTABLE

Session and Speaker Information

Tuesday, May 10 – Wednesday, May 11, 2022

Session One | Restructuring Sales Teams to Succeed in Today's Marketplace

This session examines the forces that have reshaped internal and external sales teams during the pandemic and offer recommendations for how to organize sales teams around the new normal to meet customer needs.

Featured Speakers



David Bauders, Chief Executive Officer, SparxIQ

As CEO of SPARXiQ, David Bauders has been committed to helping manufacturers and distributors accelerate sales, pricing and profitability with cutting-edge analytics, technology solutions and virtual sales training since he founded the company in 1993. Over this period, SPARXiQ has supported over 200 manufacturing businesses and 800 distributors, driving over \$100 billion in business impact. In 2015, years ahead of the COVID pandemic, David recognized a growing skills gap in sales forces' ability to navigate evolving buyer practices in today's disruptive digital economy. SPARXiQ invested heavily to adapt to this now apparent and permanent buyer shift, launching SPARXiQ Studios to produce core virtual sales training to add seller value for in every buyer interaction, meeting them where, when and how they buy. SPARXiQ's award-winning sales training has pioneered a new, cutting-edge format, filmed in Hollywood-quality, short-form, on-demand video that helps sales teams upskill in the digital economy – delivered at the pace of sellers' time-pressured lives. SPARXiQ provides the full suite of skills training to modernize today's industrial B2B sales forces.



James Howe, Executive Vice President, Motion Industries

James Howe is Executive Vice President— eCommerce, Sales Excellence, Corporate Accounts, & Strategic Pricing at Motion Industries in Birmingham, Alabama. Motion Industries, a \$7 billion subsidiary of Genuine Parts Company, is the leading industrial solutions company serving the maintenance, repair and operations needs of industrial customers throughout North America.

James has more than 25 years of experience in the Industrial distribution market. Through James leadership, Motion Industries Sales Processes and Digital Experience are achieving excellence. He has led the strategy and development of all aspects of Motion Digital strategy: The new Motion.com website released in Q3 2020, and a new app and CRM technology for 2022. James has also transformed Motion Industries Pricing strategy using data science and internally developed pricing algorithms, which has delivered consistent multi-year margin expansion.

James has a Bachelor of Science degree in Economics & Decision Sciences from the University of California in San Diego, and an MBA from Columbia University in New York. James has been active in the local San Diego community through his position on the Board at CSU San Marcos Business School, and volunteering for non-profits in youth sports.

James has been married to his wife, Dawn, for 20 years, and they have three children.



Justin Powell, Vice President of Sales, Beacon Building Products

Justin is a high-level sales executive with a demonstrated history of success and growth in the building materials distribution and manufacturing space. His areas of strength focus on Strategic Business Planning, Negotiation, Team and Culture Building, Business Acumen and Analytics, Sales Operations and Enablement, and Acquisition Integrations. He thrives in a fast-paced and quickly evolving business landscape, while driving growth and developing talent. Justin leads Beacon Building Products Fortune 500 sales organization with 2021 revenues of \$6.8 Billion and approximately 1000 sales representatives, sales leaders and support team members.

Session Two | Leveraging Technology to Improve Hybrid and Virtual Selling

In this dynamic session, you will learn how to harness the power of frontstage and backstage selling and what it means to “create presence in your absence.” You will also see how sellers can use technology to create “micro buying experiences” that help differentiate them from the competition.

Featured Speaker



Mark Magnacca, President and Co-Founder, Allego

Mark has spent the last 15 years helping sales leaders shorten sales cycles and distribute their best ideas faster. He has delivered innovative, practice-development and business-building strategies as a presentation coach for a wide range of financial service companies. Mark is the author of “So What? How To Communicate What Really Matters to Your Audience.” His work has been featured in numerous media outlets including Fox TV, The New York Times and The Boston Globe. Prior to Allego, Mark founded Insight Development Group, Inc., a leading sales and presentation training firm specializing in the financial services industry. As a former financial advisor, Mark brings a unique perspective to the world of consultative selling. Mark is a graduate of Babson College.

Session Three | Coaching Your Sales Team

This session provides guidance on creating impactful coaching and development programs for sales teams that help optimize performance.

Featured Speaker



Doug Wyatt, Vice President, Sales and Marketing, SparxIQ

Doug Wyatt has 15 years' experience in sales roles including front-line sales, sales management, training and enablement. For much of that time, he's been focused on helping manufacturers and distributors maximize their sales effectiveness, both as an internal practitioner and by working with clients in his role at SPARXiQ. A co-author of the Modern Sales Foundations sales methodology and advisor to the creation of the Sales Coaching Excellence training program for managers, Doug provides practical approaches that help companies improve execution across their sales teams.