

B2B RURAL

TELECOM SALES SEMINAR



HOSTED BY SDN COMMUNICATIONS AND FRIENDS OF TIM OWENS

Tuesday, April 8th

4:30-6:30 pm **Welcome Reception** sponsored by Title Sponsor **pivot**

Wednesday, April 9th

7:45 -8:30 am **Breakfast & Networking** sponsored by **Calix**
8:30 -10:00 am **Welcome & Pre-Conference Survey Results** | Ryan Dutton, *SDN Communications*
10:00 -11:00 am **Stronger Together: Collaborative Strategies for Rural Connectivity** | Joe Buttweiler, *Consolidated Telecommunications Company*
11:00 - 11:15 am **Networking Break**
11:15 - Noon **Ownership Mindset: How to Lead and Inspire Without Authority** | Hannah Boquet, *SDN Communications*
Noon - 1:30 pm **Lunch on your own**
1:30 - 2:30 pm **B2B Sales Operations and Leadership Best Practices to Accelerate Growth** | Jacob Ferguson & Jess Parsons, *Calix*
2:30 - 2:45 pm **Networking & Refreshment Break**
2:45 - 4:00 pm **Executive Panel Discussion** | Russell Kacer, *YK Connections* | Dr. Leo Carlson, *Norvado* | Kurt Gruendling, *Waitsfield & Champlain Valley Telecom*

Thursday, April 10th

7:45-8:30 am **Breakfast & Networking** sponsorship available
 Complementary Professional Headshots by Hannah Boquet sponsored by **Indatel**
8:30 - 9:00 am **Introduction to Perplexity AI Search in Sales** | Ryan Dutton, *SDN Communications*
9:00 - 10:00 am **Edge vs. Core: How Data Center Location Impacts Rural Connectivity** | Dan Eich, *SDN Communications*
10:00 - 11:00 am **Navigating Hosted Voice: Achievements and Areas for Improvement** | Jake Lein, *Paul Bunyan Communications*
11:00 - 11:15 am **Networking & Refreshment Break**
11:15 - 12:15 pm **Off the Beaten Path: Unique Marketing Ideas for B2B** | Russell Kacer, *YK Communications*
12:15 - 1:45 pm **Lunch on your own**
1:45 - 2:30 pm **Demystifying Sales Success: The DNA of Top Performers** | Ryan Dutton, *SDN Communications*
2:30 - 3:30 pm **Negotiating with Confidence: The Power of Strategy** | Jon Clayborne, *SDN Communications*
3:30 - 4:00 pm **Seminar Wrap-Up** | Ryan Dutton, *SDN Communications*

THANK YOU TO OUR SPONSORS

