

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

Creating Movements: How to Influence Even Without Authority | Amos Breyfogle, *Pivot Innovations*

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 Communications* | 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

Demystifying Sales Success: The DNA of Top Performers | 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 Lien, *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

Introduction to AI | Ryan Dutton, *SDN Communications*

2:30 - 3:30 pm

Negotiating with Confidence: The Power of Strategy | Ryan Punt, *SDN Communications*

3:30 - 4:00 pm

Seminar Wrap-Up | Ryan Dutton, *SDN Communications*

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