

Upcoming Elite Sales Event Brings Top Experts in Sales Operations Together
*Private event will share essential and contemporary sales practices
to generate business in today's economy*

Toronto, Canada / December 8, 2011 – Just announced is the 3rd annual Sales Executive Breakfast Meeting to be held on April 13, 2012 at the Toronto Airport Marriott Hotel from 8:00 - 10:00 am. This event is by private invitation only and typically attracts 75-100 of the GTA's senior sales executives and business owners.

Five leading sales organizations will come together to share best practices in sales operations in 2012. The five guest speakers and the presentation topics are:

- Mr. Andrew Hunt, President - Inbound Sales, *'Using Social Media to Drive Business Leads'*,
- Mr. Ed Anderson, President – SalesEdge, *'Prospecting in Today's Economy'*,
- Ms. Claire Sookman, President - Virtual Team Builders, *'Managing Virtual Sales Teams'*,
- Ms. Merle Ballaigues, President - Thomas International, *'North American Sales Performance Study - A review of high performance sales professionals in North America'*,
- Mr. Earl Robertson, President & CEO - Quota®, *'Leveraging New Methods of Sales Training to Drive Business Growth'*.

Attendees will learn how to: identify the top business development candidates, manage long-distance sales teams, maximize your return from social media, outsource key prospect meetings, and train your performers to elite status. Learn what it takes to attract, expand and retain business in today's economy.

"Many Canadian organizations have focused on improving the bottom line during the global recession through efficiencies and cost containment measures, however, even with significant effort, they have struggled to significantly improve the top line. This event brings together many of the GTA's top sales leaders whose key focus is supporting organizations to grow revenue. It is a sensational opportunity to network and learn about current trends and best practices in arenas these sales executives compete in every day." says Earl Robertson, President & CEO at Quota® - The Sales Performance System and chief organizer of the event.

This 'can't miss' event provides outstanding information from Canada's top sales consultants and leaders. RSVP to confirm your attendance (space is limited!) at: inquiry@quotagame.com or (905) 601-2880.