

Executive Perspective of Sales Enablement at Chicago Sales Leadership Community Meeting on March 2nd

Panel of sales executives to provide view on sales enablement and the impact on sales performance; Meeting is open to practitioner sales leaders and invited guests

Chicago, IL – The next Chicago Sales Leadership Community meeting will be Friday, March 2nd at DePaul University's Center for Sales Leadership. The meeting will include networking, breakfast, a panel discussion, and open question and answer time. The panel discussion will include sales leaders providing insight and perspective on sales enablement. During the discussion, the panel will talk about sales enablement within their companies, the impact of sales enablement on sales performance, and how sales enablement supports their customer-centric approaches.

The panel discussion will be moderated by John Thackston of SOAR Performance Group. Panelists will be:

- Daniel Barrett from Micro Focus, ITOM (VP of Sales, Enterprise IT Software)
- Barry Dixon from Acuity Brands (VP Sales, Holophane and Utility Channels)
- Pat Loidas from Optum (National VP, Employer Market)

The event starts at 7:30am with breakfast and networking. The panel discussion will begin at 8:00am and conclude by 9:00am (including time for questions from the audience). Attendees can expand their professional network by meeting sales leaders from CH Robinson, HP Enterprise, IRI, LinkedIn, Miller Coors, Patterson Medical, SAP, Shearer's Foods, Siemens Healthineers, Softchoice, Southwire, Whirlpool, Zones and other top companies at this event.

This meeting is open to practitioner sales leaders and invited guests. There is no cost to attend. Registration before the meeting is required to ensure that a seat is available. For more information and the links to register, go to <http://soarperformancegroup.com/senior-executive-perspectives-sales-enablement-chicago-sales-leadership-community-march-2-2018/>.

About the Chicago Sales Leadership Community

The Chicago Sales Leadership Community was co-founded by DePaul University and SOAR Performance Group. The Chicago Sales Leadership Community is a cross industry organization of senior sales leaders focused on building a community within the Chicago market for advancing best practices in sales leadership. It also creates networking and mentoring opportunities for sales executives with DePaul University students participating in the DePaul University Sales Program. For more information about the Chicago Sales Leadership Community, go to <http://soarperformancegroup.com/chicago-sales-leadership-community/>.

About DePaul University and the Center for Sales Leadership

DePaul University, the largest Catholic university in the United States, offers academically excellent, flexible, practical programs of study in a student-focused learning environment. The Center for Sales Leadership is a program within the Driehaus College of Business. The Center for Sales Leadership's mission is to educate and mentor students to prepare them for careers post-graduation. The Center for Sales Leadership has one of the largest sales curriculums in the country. The Center for Sales Leadership is located at 1 E. Jackson, Chicago, IL 60604. For more information about DePaul University's Center for Sales Leadership, go to <http://salesleadershipcenter.com/>.

About SOAR Performance Group

SOAR Performance Group is a client-focused sales consulting and training company that concentrates on sales performance improvement. We accelerate results for our clients through the development and execution of new sales and go to market strategies. Clients achieve success through a process of insights, diagnostics, consulting

Chicago Sales Leadership Community
News Release



and training centered on a comprehensive understanding and connection to each client's business. For more information about SOAR Performance Group, go to <http://SoarPerformanceGroup.com/>.