

Increase in Total Team Appointments Set and Resulting Sales By Implementing Best Practice Techniques and Strategies from The Summit

Current Environment	
Annual Meetings	3960
Opportunities accepted by sales	1980
Opportunities won	396
Revenues Generated by BDRs	\$16,632,000

Projected Environment	
Annual Meetings	4158
Opportunities accepted by sales	2079
Opportunities won	416
Revenues Generated by BDRs	\$17,463,600

If you can implement some of the best practice techniques, tips and strategies that will be taught by experts at our conference, your sales or BDR team should see an improvement in their appointments set by 5%. This will result in an additional 20 deals annually.

**Increase In Sales**  
**\$831,600**

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