

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

Current Environment	
Annual Meetings	13104
Opportunities accepted by sales	3276
Opportunities won	393.12
Revenues Generated by BDRs	\$14,152,320

Projected Environment	
Annual Meetings	13759.2
Opportunities accepted by sales	3439.8
Opportunities won	413
Revenues Generated by BDRs	\$14,859,936

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  
\$707,616**

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