

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

Current Environment	
Annual Meetings	1,200
Opportunities accepted by sales	240
Opportunities won	72
Revenues Generated by BDRs	\$1,080,000

Projected Environment	
Annual Meetings	1,260
Opportunities accepted by sales	252
Opportunities won	75
Revenues Generated by BDRs	\$1,134,000

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 XX%. This will result in an additional XX deals annually.

**Increase In Sales**  
**\$54,000**

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