

Garth's World

March 03, 2010

Sales Jam, Baby!



As any regular reader (there is a large handful of you-thanks, mom!) of my blog knows, the posts where I can tear down the subject are better (at least funnier) than when I am endorsing something Jigsaw related. I like to think that I always retain an edge beyond marketing copy (OK - maybe a jagged ice pick compared to standard corporate speak), but let's face it, Jigsaw is paying the bills and I can't lower the boom in public on everything that strikes me as idiotic about my company. Sometimes I have to promote a positive pose while portraying a personal product, person, partner or predicament and entertain myself in other ways - like say using as many "p" words as p-p-possible.

My topic today is one that you are going to hear about in some form every week until the event happens, because it is my baby: the 2010 Jigsaw [Sales Jam](#). Hopefully, the fact that I am so bullish about the whole thing, which is very much a Jigsaw related gig, will not turn off the loyal Garth's World fan. If so, tune back in after July 13-14, when I will return to ragging on people that say "utilize" instead of "use" because they think it makes them sound more professional. Or maybe August 1st, because I will need at least 2 weeks to recover from how flat out great this party....er....industry summit is going to be.

First off, let me run down the speaker line-up, which is totally impressive (yes, of course my child is gifted) thanks to the influence of Michael Norton.



As the CEO and Founder of [CanDoGo](#), Michael personally knows every sales expert and maven out there. He delivered [Cal Ripken Jr.](#), who will kick off the day with a motivational talk about perseverance, which the guy knows from setting the record in baseball for consecutive games started. Then there is Tony Allesandra, Andrea Sittig-Rolf and Bryan Flanagan, all keynote quality sales evangelists, who will impart specific wisdom on how sales people can excel at specific aspects of the sales cycle. Jigsaw member favorites and respected authors Steve Martin (Heavy Hitter Selling) and [Jill Konrath](#) (Selling to Big Companies) will be onstage, too. Add in presentations from Jigsaw partners like D&B/Hoovers (I'm still getting used to say these words), Ideahaus, Sales 2.0, Brainshark, Xactly, and an industry keynote from the SVP of Oracle's CRM practice and any salesperson should leave packed to the gills with strategies and tools to hammer their number for 2010.

For those of you who, like me, have the attention span of a gnat and require a healthy dose of fun (the "E" in business "T&E") at the few corporate events that you attend, the Sales Jam is going to over deliver on my (seemingly over-) promise. Tuesday afternoon we kick off the Jam with a heavily subsidized (you pay \$50 for a \$175 round at [Harding Park](#)) golf tournament with all the trimmings (I am negotiating a shift driving the beer cart). There is a 1 minute pitch contest that will be judged onstage, with the winners receiving something sweet (I haven't cooked this up yet, but I have a luxury budget). Jigsaw members that have stacked up huge point totals can redeem them for fabulous prizes at the Not-so-Silent Auction. A lively cocktail party will end the formal event and then buses leave for Fowler's specialty - a charity poker tournament and open house at Jigsaw's spiffy new headquarters in San Mateo.

Hell, back in the day when I carried a bag I'd have come just for the golf, Cal Ripken and the poker tournament. Now the high caliber content and concentrated networking opportunities with 1,000 other sales executives and industry pros would attract me. Either way, you're going to regret missing first [Sales Jam](#).

[Register](#) your whole team now at the super early bird rate - I can't wait to meet you in person!

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Scrubby said...

I gott'a be there. I will make a real effort to be there. I would really like to meet you guys in person, play some golf and poker(not virtually this time - remember that?)

Scrub

[Reply March 03, 2010 at 11:26 AM](#)



Garth said in reply to Scrubby...

Hey Scrubby,

We'd love to have you! Give me a shout a little closer to the event. I'll see if I can't introduce you into a few accounts that you can meet with the day before so you can justify the trip even more.

Garth

[Reply March 03, 2010 at 11:57 AM](#)

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