



**Value Selling &
Realization Summit 2016**

GROWING VALUE

February 29th - March 1st • Dallas

“ The number one barrier to sales reps achieving quota is their inability to communicate and quantify value to prospects.

The VSR Summit delivers the first event dedicated to this top issue, to help successfully transform your organization from product-focused to value centric. ”

Jim Ninivaggi, Sales Enablement Practice Director
SiriusDecisions

You've been tasked with helping your company transition from pitching products to selling with value. This is easier said than done.

In order to be successful, you need the right value messaging, tools and team.

- Where do you start?
- How do you best implement?
- What's the best way to deliver and scale?
- How do you assure you get it right - not just for you, but for your clients?

The Inaugural VALUE SELLING & REALIZATION (VSR) SUMMIT is the only event of its kind, a gathering of the best Value Management leaders and practitioners, to help B2B value selling and consulting professionals share leading practices and learn how to “get value right”.

Dust off your cowboy boots and join hundreds of your Value-focused peers in celebrating our first event! Held February 29th and March 1st, 2016, this industry gathering will take place at the upscale, brand new **Marriott Courtyard in Dallas, Texas** (right near DFW).

This invitation-only event brings 100 of the best value leaders, engineers, consultants, analysts and solution providers together for an exclusive value-focused learning and networking event. This is the

first time leaders and practitioners just like you are gathering, to share openly how you use value selling, ROI, and realization to turn more “No Decisions” to “Yes”, accelerate purchase decisions, improve deal size / reduce discounting, and assure value delivery in each and every client engagement.

The VSR Summit will provide you with the latest research and a practical peer driven roadmap on how to improve and scale your value selling and realization practices.

This includes interactive sessions and interviews with analysts like Jim Ninivaggi from SiriusDecisions and Joe Galvin from MHI Global - and best practice panels of your peers from Salesforce.com, SAP, Oracle, BMC Software, Polycom, Adaptive Insights, ADP and Splunk.

Plenty of networking time is available, so you can get to know your peers, share challenges and gather new ideas. A solutions showcase will be available throughout the event, to guide you to the latest messaging tools and training to further improve your practice and grow your revenue.

The event culminates with the **Value Superhero awards**, recognizing the best value selling and realization thought leaders and pioneers.

Why Attend?

You're invited to many conferences throughout the year, so why should you attend the VSR Summit?

This is the only event dedicated to your value selling / consulting practice and profession. The only forum for you to network and learn from your peers, share challenges and receive practical solutions.

Networking is one of the most popular reasons people cite for attending a conference. And who doesn't like the opportunity to get to know and meet new people who work in the same industry – and better yet, share challenges and learn from each other? There's an incredible amount of sharing and learning that can happen.

Throughout the VSR summit you will gain insight from each and every presentation, interactive interview and networking session. After the conference, you will return to your business with new ideas, and a revelatory sense of partaking in the cutting edge forum for value selling and realization.

Professionals wishing to present unique approaches and content at the VSR Summit are encouraged to email the topic along with a short abstract / description to tom@alinean.com or Shimon@CVR.Solutions. If selected you will be invited to be a presenter at the VSR summit, and your admission fee will be waived.

Who Should Attend?

Those responsible for developing and delivering value selling and realization programs including:

- Value / ROI Consultants and Engineers
- Value Selling Program Managers and Leaders
- Value Realization and client Success Leaders and Professionals
- Sales Enablement and Product Marketing Leaders (developing value messaging and financial justification models and programs, sales training and education)

Solution Showcase

Connect with value selling and realization solution providers to find new tools and services, review the latest innovations, and help improve and scale your value selling and consulting programs.

Initial sponsors include:



Pricing

\$850 per attendee

Early Bird Pricing: \$650
(sign up before November 1, 2015)

This event will sell out early.
Be sure to Register now.

[Click here for information on special hotel rates.](#)

Your ROI?

We advocate identifying what you will bring back to your organization as payback for their investment in sending you. Take time to review the session descriptions and match them to your company's knowledge requirements. Don't assume your manager will automatically make the connections between conference programming and benefits to the business. Make sure you can clearly articulate what the company stands to gain. This will include:

- Practical guidance, practices, roadmap, tools and innovations to help improve your value selling and realization programs
- Better scale your programs, to implement value selling and realization in more deals
- Improve the effectiveness of each client engagement, to better motivate purchase decisions, accelerate sales cycles and reduce discounting.

Solution Showcase Sponsorships are Available

Attending the first selling and realization conference as a services provider, you will gain exclusive access to an incredible audience of potential clients and partners:

- Exclusive access to 100 value consultants, sales enablement, product marketing experts
- Participation in vendor panel on new tools and solutions
- Booth exhibit in prominent Marketplace, to demonstrate solutions and network with attendees during vendor sponsored welcome reception and networking breaks – 3 times during the day of the conference
- Logo featured in promotional emails to prospects
- Promotional handout to all attendees (included in each attendees welcome pack)
- Mailing / follow-up list to all attendees

The Solution Showcases open to any provider of value selling / consulting services, tools and training. Contact tom@alinean.com or Shimon@CVR.Solutions for information on Solution Showcase sponsorship availability and benefits.

About the Value Selling and Realization (VSR) Council

The Value Selling and Realization (VSR) Council is the world's only engaged and inspired community of Value Selling Experts, Consultants, Engineers, Enablement and Realization experts who, as an organized and collaborative network, help each other solve their biggest challenges and share best practices within a candid, trusted, and sharing environment.

Collaboration fueled by inspiring events and online forums raises the standard for client engagements and success.

VSR Council Leadership Board

The VSR Council was founded in 2015 by seasoned value-management executives: Tom Pisello with Alinean, John Foster with Salesforce.com and Shimon Abouzaglo with CVR.Solutions.



Tom Pisello, well known as “the ROI Guy”, is a popular author, speaker and pioneer in the development of new methodologies and tools for better communicating and quantifying value.

Currently, Tom is CEO / founder of Alinean, the leading provider of value messaging, tools and training for many of the largest B2B firms worldwide.

You can read Tom's latest book: *The Frugalnomics Survival Guide*, available from Amazon.



John Foster is a thirty-five year veteran of the IT industry and a leader in developing and managing value-consulting programs at several of the largest software firms.

John is currently the Global Vice President of Business Value Services with Salesforce.com, driving the creation and growth of this valuable pre-sales value consulting activity. He was formerly the Regional Vice President of Business Value Consulting with Oracle and a Management Consultant with Accenture.



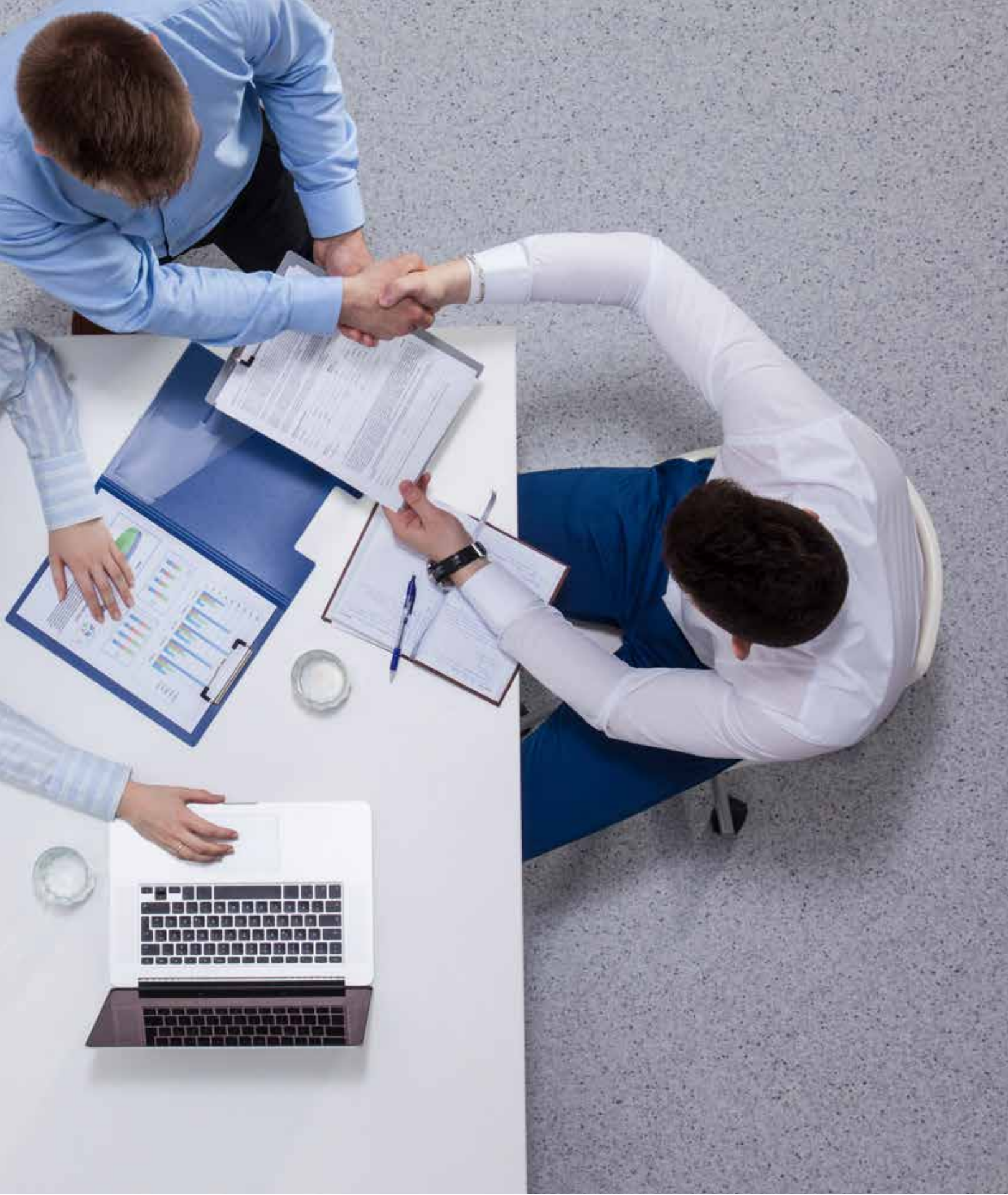
Shimon Abouzaglo is an innovator in developing value realization methodologies and training.

Currently, Shimon is the CEO and founder of the Value Academy, a valuable resource for value training and certification.

Shimon was previously a Value Realization Leader for North America at IBM, CEO of Panama Green Energy, and one of the original executive members of SAP's vaunted Value Engineering (VE) group.

“ The path to true value selling and realization is unfortunately littered with casualties. The VSR Summit is the first conference of its kind, bringing together analysts, thought leaders, practitioners and solution providers with one mission: help refine and scale your unique value selling and consulting practices to grow revenue and assure your success. ”

Nancy Nardin,
CEO / Founder Smart Selling Tools



Schedule of Events

Monday, February 29, 2016

- 3:00 – 3:30p.m. **Welcoming Remarks**
Tom Pisello & Shimon Abouzaglo
- 3:30 – 4:30p.m. **Keynote: Why we have to get Value Selling and Realization Right**
Jim Ninivaggi, Director of Sales Enablement Practice for SiriusDecisions
- 4:30 – 5:30p.m. **Overcoming Value Program Challenges - Industry Leaders Viewpoint**
John Foster, Salesforce.com; Michael Mitterer, IBM; Scott Sendel, Oracle;
Dough May, Splunk; John Kanarowski, Workday
- 6:00 – 7:30p.m. **Reception and Solution Showcase**
Solution Provider-Sponsored Cocktail Hour

Tuesday, March 1, 2016

- 7:30 – 8:00a.m. **Breakfast**
- 8:00 – 8:15a.m. **Day Two Introduction**
Tom Pisello
- 8:15 – 9:00a.m. **The Buyer's Perspective - What they really think about your Value Approach**
Scott Santucci, ex-Forrester Sales Enablement / Alexander Group; 2 CIOs / CFOs
- 9:00 – 10:00a.m. **Leveraging Tools to Achieve More - Vendor Visionaries Viewpoint**
Three Solution Provider Sponsors
- 10:00 – 10:30a.m. **Networking Break and Solution Showcase**
- 10:30 – 11:15a.m. **Value Training—Getting Learning Right**
Shimon Abouzaglo; 3 training experts
- 11:15 – 12:00p.m. **Articulating your Unique Value throughout the Buyer's Journey and Beyond**
Joe Galvin, Chief Research officer and EVP, MHI Global; Randy Perry, IDC's
Business Value Practice
- 12:00 – 1:30p.m. **Lunch and Solution Showcase / Networking**
- 1:30 – 2:30p.m. **Has Total Cost of Ownership Run It's Course?**
Bill Kirwin, Ex-Gartner & Father of TCO; Jim Howard, Unisys; David Beaugh, SAP
- 2:30 – 3:00p.m. **Value Superhero Awards and Closing Remarks**



Value Selling & Realization Summit

February 29th - March 1st
Dallas, Texas