



OpenView Venture Partners Sales Management Forum Agenda

Boston

April 3-4, 2008

Thursday, April 3, 2008 – (Boston, Westin Waterfront)

7:30pm - 9:00pm Welcome Reception and Networking

Friday, April 4, 2008 – (Boston, Westin Waterfront)

7:30am – 8:00am **Continental Breakfast**

8:00am – 8:15am **Introduction**
Scott Maxwell, Managing Director, OpenView Venture Partners

8:15am – 9:00am **Sales “Pitch” Contest**
All OpenView portfolio companies

9:00am – 10:00am **The Sales Learning Curve**
Mark Leslie, Author and Founder of Veritas Software

10:00am – 10:30am **Break**

10:30am – 12:30pm **“Why Sales People Fail and What to Do About It”**
Greg Nanigian, Founder, Greg Nanigian & Associates

12:30pm – 1:30pm **Lunch**

1:30pm – 2:15pm **Sales and Sales Ops: Working Together to Manage Pipeline**
D. Wayne Poole and Scott Bleczinski, ExactTarget

2:15pm – 3:15pm **“Sales 2.0” – Agile Scrum Techniques and Sales Collaboration**
Scott Johnson and Eric Litster, @Task
Isaac Garcia, Central Desktop
Con Nikolouzakis, Exinda

3:15pm – 3:45pm **Motivating Salespeople**
Walter Scott, Acronis

3:45pm – 4:00pm **Break**

4:00pm – 4:15pm **Sales Pitch Winner and Closing Day Comments**
Scott Maxwell, Managing Director, OpenView Venture Partners

4:15pm – 5:00pm **Open Discussion for Interested Participants**
All interested participants