



TAB 2022 GLOBAL FACILITATOR CONFERENCE • JANUARY 31, 2022

UTC timing	Stream 1 – Lead Generation	Delivery Method	Stream 2 – Sales	All day
0.00	Opening Remarks (<i>Jason Zickerman, President & CEO TAB International</i>)			
	Developing and Maintaining A Pipeline of Opportunity			
0.30 (90m)	Discover how to utilise your digital presence to build your reputation, create value for prospects and generate great leads and more opportunities. <i>(Keynote Speaker – Grant Leboff – www.stickymarketing.com)</i>			
(60m)	Break			
3.00 (90m)	Making the call - O2O – get over yourself and take ownership of your lead generation – selling yourself, yourself. ^{AS M}		Closing Masterclass – how to compel prospects to the next step with your close. And don't forget to ask for the business - how to ask the question - this is different to closing - or is it? SM	
(150m)	Break			
7.00 (90m)	Building centres of influence to get referrals – cultivating great relationships that lead to more prospects (includes strategic partnerships). ^{AS}		Onboarding Members – ‘afterSALES’ – finish the close by continually delivering value. SM	
(60m)	Break			
9.30 (90m)	Is it time to learn a new LinkedIn dance - What happens after the 2-step campaign? ^S		How the 6 pillars helps me close more members. Using the 6 pillars to identify challenges and opportunities, be more direct in my questioning and connect even more emotionally with my prospects. SM	
(60m)	Break			
12.00 (90m)	Building a personal/regional brand - Striking the right balance between TAB and ‘me’. Do members still sign for you and stay for the board? ^{AS}		Keep in touch – a series of no’s is one step closer to a yes. How to keep in touch with prospects who originally said no(ish) or not now. ^{AS}	
(30m)	Break			
14.00 (45m)	Being a Member Magnet in 2022 <i>(Jason Zickerman, President & CEO TAB International)</i>			
(15m)	Break			
	Easy, lovely sales!			
15.00 (60m)	What the world’s best salespeople do, and what we can learn (ok, copy!) from them. Including simple ways to meet, impress and convert prospects... and then win the easier, often bigger second sale. <i>(Keynote Speaker – Andy Bounds – www.andybounds.com)</i>			
(60m)	Break			
17.00 (90m)	Building your marketing machine – case studies of larger TAB businesses... to get this business... you need to do these actions (Reality check!) ^{AS M}		Making it sticky – stop cancelled meetings forever. ^{AS}	
(60m)	Break			
19.30 (90m)	Positioning StratPro – Member Panel - what do StratPro members say about the experience and how can that help you find, connect & close more StratPro engagements. ^S		Objection Handling Panel - Sharing best practice on handling objections. Pitch objection and scenario then ask the panel SM	
(60m)	Break			
22.00 (90m)	Get in front of more people – how to fill your sales pipeline (marketing v sales leads). Important behaviours of the top performers. ^{AS}		You need to OWN your business – how to build and run a successful TAB business by taking ownership for business. ^M	
23.30	Closing Remarks & Best Takeaways (<i>Jason Zickerman, President & CEO TAB International</i>)			

TAB Connections – meet, chat, share and learn in this lobby style zoom room with a mix of topic specific and private breakout rooms.

Key:	1 or 2 main presenters	Panel of 3 or more with facilitator	Workshop / group interaction with breakout activities likely	^A Activity	^M Mindset
				^S Skillset	