

# 15 IN 2015

## 1 Forget "Talking-Head" Sales Training



Nobody likes a party of one. Make sales training a group effort with peer-to-peer collaboration, competitive gaming, and access to multiple channels of information.

## 2 Who's Got The Power?



**30%** of Millennials hold management positions and have the authority to spend the BIG BUCKS!

## 3 Protect Your Sales Team from Getting Poached

*Hiring Frenzy! Hold onto your Millennials!*

The competition for talent in a rapidly diminishing talent pool is challenging. Plus, CSO Insights predicts that voluntary turnover will be the highest in 10 years. It's no longer just about recruiting but also about retaining.

## 4 Rethink the Promotional Paths

**50%** OF WORKFORCE NO LONGER FEELS INSPIRED BY MGMT

Team Leads and Coaches are the ones who have the team's ear (and respect).

## 5 Generation C- It's All About Collaboration

*Stop. Collaborate & Listen*

Vanilla Ice told us, and we listened- Gen C has nailed it.

## 6 Smart Women in Sales are starting to Change Men's Minds

Fact: By **2028** women will control **78%** of discretionary spending around the world

## 7 Social Selling Brand Advocates are in Demand

**#sales**

First there was hunting. Then there was farming. Now there is social selling. (And it's making a big impact on revenue goals.)

## 8 CMOs are moving up the food chain



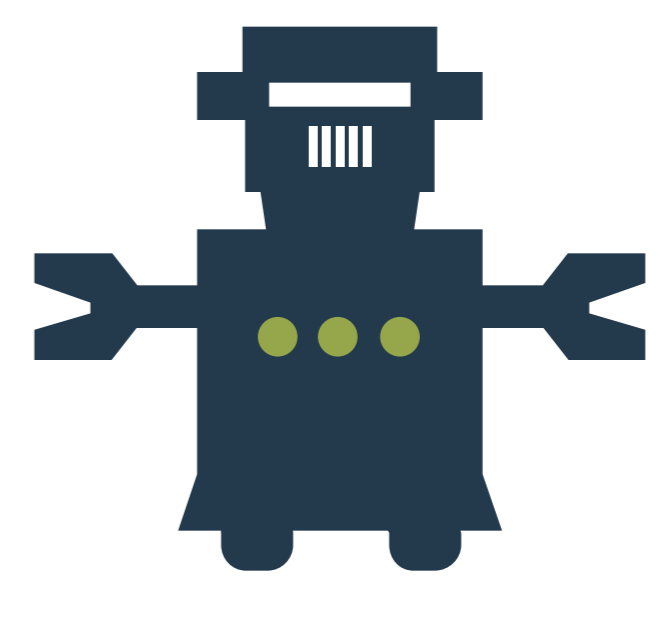
When it comes to winning, retaining, and serving customers CMOs have this all figured out, and the CEOs are listening.

## 9 Wearables are the new dress code



Steps, texts, and calendars are now nothing more than a wrist away.

## 10 Drone Madness



Drones have officially arrived, and they are coming complete with 1.1 billion dollar market.

## 11 Watch for the Snapchat Buzz Distractions



Productivity's biggest foe is officially Snapchat. Let the battle begin.

## 12 "Old School" Sales Tactics Make a Comeback



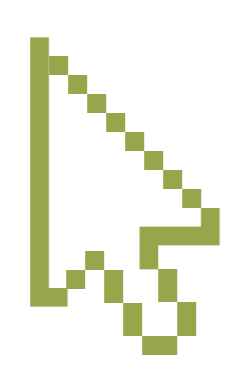
Old school is the new, new school and everyone is bringing out their ballpoint pens.

## 13 Red Bull Kills Sales Momentum

Ditch the energy drinks for environmental stimulation: Think Bells and Whistles.



## 14 Calling all Salesforce and LinkedIn Power Users



Being successful is not just about having these tools, but leveraging them.

## 15 Meaningfulness + Money = OM



Peace of mind = Hitting your number.