



THE ALTERNATIVE BOARD®

The Business Owner's Strategic Advantage

**2013 Business Development Conference
February 28th & March 1st 2013
Hyatt Regency
Denver, CO**

Driving Critical Success Factor:

Achieve franchise net income which meets or exceeds reasonable expectations of the unit franchisees

	Start	End	Session
Thursday, February 28th			Breakfast on your Own
	7:00 am	5:00 pm	Registration
	8:00 am	8:10 am	Welcome Jason Zickerman
	8:10 am	9:30 am	Learning How to Coach Prospects Through the Sales Process by Asking Powerful Questions Carl Gould
	9:30 am	9:45 am	15 Minute Break
	9:45 am	11:15 am	Learning How to Coach Prospects Through the Sales Process by Asking Powerful Questions (Cont.) Carl Gould
	11:15 am	11:30 am	15 Minute Break
	11:30 am	12:30 pm	Advanced Member Acquisition – Sales Skills Development and Improvement to Increase Member Acquisition Sales Professionals and Franchisees
	12:30 pm	2:00 pm	Lunch on your Own
	2:00 pm	3:30 pm	Advanced Member Acquisition – Sales Skills Development and Improvement to Increase Member Acquisition Sales Professionals and Franchisees
	3:30 pm	3:45 pm	15 Minute Break
	3:45 pm	5:00 pm	Advanced Member Acquisition – Sales Skills Development and Improvement to Increase Member Acquisition Sales Professionals and Franchisees

	Start	End	Session
Friday, March 1st			Breakfast on your Own
	7:00 am	5:00 pm	Registration
	8:00 am	9:30 am	How to Make Money Using Behavioral Assessments TTI
	9:30 am	9:45 am	15 Minute Break
	9:45 am	10:45 am	Selling and Delivering Hiring Services to Member Companies for Additional Income NewHire and Franchisees who have been successful selling hiring services
	10:45 am	11:00 am	15 Minute Break
	11:00 am	12:00 pm	Selling and Delivering Hiring Services to Member Companies for Additional Income (Cont.) NewHire and Franchisees who have been successful selling hiring services
	12:00 pm	1:30 pm	Lunch on your Own
	1:30 pm	2:30 pm	Selling and Delivering Sales Team Hiring Services to Member Companies for Additional Income Objective Management Group (OMG)
	2:30 pm	2:45 pm	15 Minute Break
	2:45 pm	3:45 pm	How to Develop and Conduct Strategic Planning Workshops for your Member Companies for Additional Income Russell Lookadoo
	3:45 pm	4:00 pm	15 Minute Break
	4:00 pm	5:15 pm	Additional Income Opportunities Through The Alignment Factor Training Programs Greg Walker
5:15 pm	5:30 pm	Conference Close Jason Zickerman	