

YOUR REPS WILL LOVE US

When a company joins Sales Assembly the entire organization, from Senior Leadership to Talent/HR to Sales Enablement, realizes a significant lift

and of course this includes the reps and individual contributors who are at the heart of any growing revenue team. A huge aspect of membership is the opportunity your reps get to attend dozens of curated programs every year - both to learn and expand their knowledge, as well as to provide them with a unique opportunity to network with their peers throughout Chicago tech.

In February 2020 we polled reps from dozens of member companies who had been to Sales Assembly events over the prior 6 months. Please take a look at a few statistics we gathered plus what they had to say about their SA experience!

FEELING TOWARDS COMPANY

Does the fact that your company is a member of Sales Assembly make you feel better about your company's willingness/desire to invest in you?

 **95% Yes**

STAR RATING

On a scale of 1-5 (5 being most positive), how would you rate your experience with Sales Assembly?

 **4.7**

PARTICIPANTS

Number of Individual Contributors (SDR/BDRs, AEs, CSMs, etc) in 2019 who attended a Sales Assembly program.

 **848 Participants**

TESTIMONIALS FROM 30 REPS



narrative science

SA has truly gotten me out of my comfort zone and it has been warmly welcomed on my side due to the open and accepting environment that they create. Getting out of the office, being surrounded by likeminded sales professionals and hearing different perspectives on how they are improving their processes is amazing.

Gabby Dallearcarbonare
Sales Development Representative



upwork

The Top Sellers training I attended through Sales Assembly exceeded my expectations. The activities and content have made a lasting impression and I've applied the lessons in my personal and professional life. Looking forward to attending another session!

Ely Hall
Enterprise Account Manager



infutor

I've appreciated how much SA has been a resource in my own learning, but more importantly, the role SA plays in the development of the SDRs on my team. As Infutor looks to improve our ability to produce and perform with the current growth initiatives in place, SA functions as an extension of our enablement and empowerment strategy and positions our company as a best place to be.

Gabrielle Blackwell
Sales Development Manager



PURESTORAGE

It was an eye opening experience for someone new to sales management. The topics and methodologies were relevant and useful. I use some of these tools in my job today.

Dean Brady
Systems Engineering Manager



Showpad

I view Sales Assembly as the most valuable resource I have at my disposal outside of the walls of my own company. The network that Sales Assembly has curated is second to none, and their ability to also pull in talent from outside of the direct community is amazing. I leave every program inspired and with a few actionable takeaways.

Chris Kosrow
Account Executive



glassdoor

Sales Assembly is the classic cliché... informative and fun! It's a blast getting to work through topics with peers in similar industries while learning best practices and forging professional relationships. I'm always quick to jump at the opportunity when they need a CS leader or if the topic is relevant!

Kirby Platt
Team Lead, Customer Success Specialist



ActiveCampaign

My company sent my colleague and I to an event in preparation for a new role we were about to start. We were transitioning from an inbound sales role to outbound, and from the Sales Assembly event learned crucial strategies for outbound selling and selling on value. Overall it was an incredibly valuable experience, and I took from it knowledge and insight that is helping me in my new role at ActiveCampaign.

Johnny Stevens
Business Development Representative



metacx

As an individual contributor, it allows me to enter an executive conversation and community around buying and selling that otherwise would only happen online or in my own company.

Drew Kelley
Account Executive



Sales Assembly provides a great environment to learn from other and grow. I have come away from the experience better prepared to improve my sales skills.

Linda Arquilla
Senior Account Executive



Sales Assembly has allowed me to learn from sales professionals, trainers, and other top performers in the technology space. I love the open and honest discussions!

Michael Lenzi
Senior Account Executive



Sales Assembly has been wonderful to the Chicago tech community. Barcodes has really benefited from the sales development programs that Sales Assembly provides, giving our teams access to networking opportunities and professional growth. Additionally, we now have more brand awareness for Barcodes.

Amy Mills, Director
Sales and Sales Support



I have attended a few Sales Assembly events and have to say I am quite impressed. Both presentations took hard data on what successful sales habits look like, and framed them in a way I was able to immediately use that same day. I always leave the morning events inspired to connect with clients.

Matt Casaletto
Senior Account Executive



I was truly impressed with the event I attended for Customer Success reps. Getting to share my experiences with other individuals in a role like mine helped me see the parallels and feel more connected to the Chicago community. I believe Sales Assembly will help me build my network and expand my skillset over time!

Julia Lynch
Relationship Manager



Sales Assembly is an incredible opportunity for anyone in the Chicago Tech sales community! The instructors, content, and sessions you get access to are unmatched. Every single event is filled with like-minded individuals all hoping to expand their sales knowledge, so the networking alone make Sales Assembly worth the investment.

Alexine Mudawar
Account Executive



The lessons and interactions you have at Sales Assembly programs help give new perspectives and approaches to my daily work. The opportunities Sales Assembly provides are very valuable to my professional growth within sales.

Josh Intagliata
Sales Development Representative



Sales Assembly has been an incredible avenue for helping me build my network in the Chicago tech community. It has also been the catalyst for meaningful discussions around growing and scaling sales and success organizations.

Anne Carter
Senior Manager, Customer Success



Sales Assembly is very intentional in the topics they cover, the speakers they acquire and the participants that they accept for each event. Because of this environment, it's easy to learn things that you can immediately add to your sales process and presentations, while also meeting a couple of people to stay in touch with down the line.

Paul Timlin
Senior Account Executive



I found the selling series to be extremely valuable since the event was an efficient use of time, engaging, and allowed us to engage with other sale-personnel across other industries. Since multiple sectors/industries were coming together to address similar "pain-points", it fostered far greater collaboration and creativity.

Corey Wagner
Senior Account Director



Sales Assembly has been a crucial part in my maturity as a sales person. The opportunity to learn from and network with my peers is priceless. The presenters always feel timely and their messages relevant to my daily tasks as a software professional.

Ryan Roberts
Senior Account Executive



SA has done tremendously well at developing and mastering my sales techniques over the past year. They have connections with top C-level executives from around the nation who are rich with knowledge and eager to share. I would recommend SA for sellers of all backgrounds and expertise.

Peter Marshall
Senior Sales Consultant



When job hunting last year, being with a member company was on my must-have list. Sales Assembly provides a great space for knowledge sharing, networking, and growth opportunities. It's always exciting to snag a seat at the SA Labs because I know it's going to be interactive, and I know I'm going to walk away with tips I can start implementing right away.

Kyleigh Oosthuysen
Account Executive



I attended SA's new manager training this year and found the day to be incredibly valuable. While I don't directly manage a sales team, I still found many of the sessions applicable to what I do on the Client Success side of the business particularly when it comes to recruitment, performance development, and retention strategies discussed across the day.

Krista Canton
Client Services Manager



Sales Assembly has been tremendously insightful for SpotHero's non-traditional sales team over the past few years. It gives us a chance to learn from and collaborate like-minded sales professionals, and although I specifically am not really involved in a regimented sales cycle in my specific role, learning the most efficient and successful sales tactics are very important life skills.

Michelle Jackson
Account Executive



Sales Assembly provides an experience that is hard to find for sales professionals and leaders - an opportunity to network with and learn from top sellers and leaders from different businesses at different stages. It is the perfect way to supplement the sales training/enablement that your company provides with learnings and best practices from industry experts.

Sean Hamilton
Commercial Account Executive



Sales Assembly presents a fantastic opportunity for all levels of sales employees to come together as a community and learn from each other. I've benefited greatly from the education and networking Sales Assembly provides the Chicago tech community.

Zach Frazier
Account Executive



I have been to a handful of Sales Assembly events the past year. Each and every time that my organization selects me to go I am ecstatic. There's nothing more helpful or exciting to sit in a room full of other B2B software sales professionals and brainstorm solutions to common sales problems.

Samuel Roane
Business Development Representative



Anytime a Sales Assembly event comes up my first reaction is excitement. Being apart of a community that invokes growth and pushes the importance of networking with our strong sales community of Chicago is a privilege.

Ivan Rojas
Account Executive



As an early member of Sales Assembly, it has been great for getting to know other sales leaders who have roles similar to mine. I also have enjoyed attending the Women in Sales events. It's been great learning from others who face similar challenges.

Sara Colombo Breen
Director, Business Development



Sales Assembly has made me a better salesman, hands down. The speakers that lead SA programming are top notch, world class experts in their field. Putting their lessons into practice has had a profound impact on my process.

Dominic Marella
Account Executive



I love the programs. I learn a ton and I enjoy networking. I look forward to going to the next sessions.

Samantha Siemiaski
RSM

