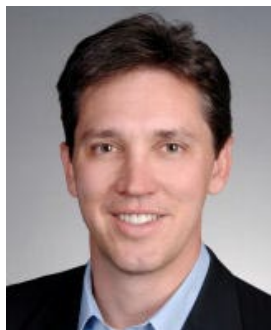


FEBRUARY TOPIC ▶▶

How to Take Advantage of a Recession to Grow Sales

Organizer and Moderator: Michael Velotta, CTO, **Lore Internet Systems**

Presenter: Eric Koefoot, Partner at **Ascend Sales Partners**



Ascend Sales Partners helps companies improve sales results. Ascend works with firms that consider revenue growth a top priority, who need to build a star sales team paired with proven, effective sales processes.

Ascend puts in place lean, scalable and repeatable management processes for delivering against revenue goals.

This presentation will focus on critical sales leverage points, such as:

- Who does (or should do) the selling
- How to identify and retain star talent across the team
- How the team should be incentivized
- The process by which the team moves opportunities through the pipeline from prospecting through close
- The tools and principles used to manage the group.

Ascend converts a function that is often seen as an art into a disciplined management approach executives can use to achieve repeatable results.

Eric Koefoot's Achievements

- Building a stellar national sales force from scratch as the founding CEO and Publisher of U.S. News Ventures (a branded internet spin-off)
- Building an international sales effort as co-founder and CEO of Five Star Alliance, an eCommerce startup that became the largest independent booker of luxury hotels worldwide
- Serving as CFO and later VP for Worldwide Sales for 7 years at washingtonpost.com. He rebuilt and refocused a chronically underperforming team and grew sales from \$5MM to \$50MM in under 4 years

Mr. Koefoot has an engineering degree from M.I.T. and an MBA from the Sloan School at M.I.T. He serves on the board of Innovectra Corporation and is an advisor to 3 rapidly growing technology companies.

"It may be a recession, but remember: a contraction of 1,2 or 5% still means that 95%+ of business is still happening and those dollars are going to someone." — Eric Koefoot

BRING A GUEST!

CXO Forum 2009 SERIES

JOIN US!

THURSDAY
FEBRUARY 12
2009

7:30am to 7:45am
Networking and
Continental Breakfast

7:45am to 8:00am
The CEO Roundtable

*Discuss your specific
issues and challenges
with colleagues and
fellow CXO members*

8:00am to 9:15am
CXO Forum
Panelist(s) Presentation

Location
Cherry, Bekaert, &
Holland
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703-506-4440

CXO Forum

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know

For information, contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Please Join Us and Bring a Guest to These Future CXO Forum Meetings

All CXO Forums are the second Thursday of the month (except where noted)

7:30 am to 9:15 am

7:30 to 7:45 am — Networking
 7:45 to 8:00 am — CEO Round Table
 8:00 to 9:15 am — Forum

CXO Personal Toolbox is designed to deliver skill sets that CXOs can put to immediate use in their respective business environments.

CXO Update is designed to deliver relevant information on business topics.

CXO Roundtable is designed to engage each forum participant in an open discussion of ideas and issues relevant to managing a business.

All formats deliver valuable intellectual capital useful in managing a business.

BRING A GUEST!

1/8/09	CXO UPDATE
<i>Financial Forecast 2009 -2010: After the financial meltdown, how do you invest?</i>	
Organizer	Jim Handlon, CEO, Bottomline Partners
Panelists	Jim Hoban, Managing Director, Ridgewood Brad Loper, Founder / Partner, DouglasBradley Jeff Carlton, Senior Vice President, UBS
2/12/09	CXO UPDATE
<i>How to Take Advantage of a Recession to Grow Business</i>	
Organizer	Michael Velotta, CTO Lore System
Panelist	Eric Koefoot, Partner, Ascend Sales Partners
3/12/09	CXO PERSONAL TOOLBOX
<i>Executive Level Presentations</i>	
Organizer:	Bob Morgan, President, Bottomline Partners
Presenter:	Charlotte Graham, Training Director, Simply Speaking
4/9/09	CXO UPDATE
<i>Strategic Incentive Compensation</i>	
Organizer:	Clark Childers, Cherry, Bekaert & Holland
5/14/09	CXO ROUNDTABLE
Shared Learnings from CXO Members: Best Practices in Business Growth	
Organizer:	Alicia Sutton, Chief Strategy Officer, Omnia Education
Presenters:	CXO members in roundtable format
6/11/09	CXO UPDATE
Technology	
Organizer:	Jim Handlon, CEO, Bottomline Partners