

**Keynote:** Mark Coronna

**Title:** The Sales Funnel is Dead! Adopting a Better Model: The Intelligent Sales Pipeline

**Description:** An Intelligent Sales Pipeline™ operates very differently than the traditional model. Selling today is much more of a conversion process, built on a level of intelligence-gathering and engagement. The “Intelligent” part of the new model comes from a proactive process of identifying and engaging prospects in a more effective process. “Engagement” is prospect-focused and less about us. It also has a definite focus on improved metrics.

**Category:** Professional Growth

**Topic:** Management and Leadership Strategies

**Category:** Business Development

**Topics:** Sales/Marketing, Growing your business, Strategies for startup and small business, Strategies for growth in mid-sized to large businesses