

2024 OutBound Conference

November 5-8, 2024 – San Antonio, Texas
JW Marriott Hill Country Resort & Spa

Presented By:  **Sales Gravy**



The World's Premier Sales & Leadership Training Conference!

The OutBound Conference is a powerful sales and leadership training event that helps sales professionals and sales leaders:

- Learn new skills
- Stay on the cutting edge of best practices
- Network with professionals from around the globe
- Recharge and get motivated

The skills, techniques, tactics, and strategies that you learn at OutBound will give you a decisive competitive advantage to sell more, earn more, and win more!



OutBound Conference Training Focus

01

PROSPECTING

Participants learn outbound prospecting skills, messaging and tactics across multiple channels including: Phone, Video, Email, Text & Direct Messaging, and LinkedIn.

Leaders learn the keys to coaching and leading prospecting activities.

02

PIPELINE

Participants learn how to increase pipeline velocity and to shorten the sales cycle through effective discovery, advancing, objection handling, and closing skills and strategies.

Leaders learn the keys to pipeline management, forecasting, and coaching pipeline reviews.

03

PRODUCTIVITY

Participants learn tactics and techniques for time & territory management and leveraging artificial intelligence to increase productivity and squeeze more time to sell from each sales day.

Leaders learn the keys to managing sales productivity and getting their people in position to win.

SCHEDULE OVERVIEW

NOV 5TH VIP Sessions	Nov 6th Conference	Nov 7th Conference	Nov 8th Elite Sessions
<p>1:00p - 5:00p VIP Mastermind Session</p> <p>6:00p - 8:00p VIP Networking Reception</p>	<p>7:00a - 8:45a Registration & Coffee's for Closers Networking Event</p> <p>9:00a - 12:00p Prospecting Skills Workshops</p> <p>12:00p - 1:00p Networking Lunch</p> <p>1:00p - 4:00p Sales Messaging, Objection Handling, and LinkedIn Skills</p> <p>6:00p - 9:00p OutBound After Dark Party</p>	<p>7:30a - 8:45a Closers Networking Event</p> <p>9:00a - 12:00p Pipeline Velocity + Advancing, Discovery, Closing Workshops</p> <p>12:00p - 1:00p Networking Lunch</p> <p>1:00p - 4:00p Productivity: Time & Territory Management Workshops</p>	<p>8:00a - 8:45a Coffee's for Closers Networking Event</p> <p>9:00a - 12:00p Leading Growth: Executive Sales Leadership Session</p> <p>9:00a - 12:00p Selling With Artificial Intelligence Session</p> <p>12:00p - 1:00p Box Lunch for Golfers</p> <p>1:00p - 6:00p OutBound Charity Golf Scramble & Award Ceremony</p>



Spectacular Venue

OutBound 2024 will be held at the spectacular JW Marriott Hill Country Resort & Spa in San Antonio.

- Special Room Rates for OutBound Attendees
- Beautiful Conference Facility
- Amazing Restaurants
- Family Friendly Resort
- Spa, TPC Golf, Pickleball, and Waterpark!

Come for the conference, stay for the weekend!



Top Trainers and Speakers

OutBound is headlined by Anthony Iannarino & Jeb Blount.

Between them they've written 21 of the most definitive books ever produced on sales and sales leadership.

They are among the most in-demand sales trainers and keynote speakers of the modern age.

Joining them on stage is a line up of 10 world-class sales trainers who bring relevant, real world experience to their high-energy workshops.



Our Value Our Promise

Whether you are an individual looking for that winning edge or a leader considering bringing your entire sales team you can be assured that you will walk away with far more value than the cost of your ticket.

We promise to deliver high quality, relevant sales and leadership training that meets the moment and helps you and your team sell more.

There will be no shallow, talking heads from sponsors on our stage and no pitching from the stage.



Professional Development and Networking

Sales professionals and leaders who out earn, out learn.
This is why top performing sales professionals from all over the globe come to OutBound.

- Learn from and interact with the top minds in sales
- Recharge and boost your mindset and motivation
- Network with and learn best practices from other top performers
- Stay on the cutting edge with new skills, techniques, and tactics that uneven the playing field



Bring Your Team

A photograph of three women smiling and posing together at what appears to be a team event or conference. The woman on the left has blonde hair and is wearing a light blue blazer over a patterned top. The woman in the middle has long dark hair and is wearing a black top. The woman on the right has long dark hair and is wearing an orange jacket with a patterned scarf. The background is slightly blurred, showing other people and event lighting.

Small Team SKO

OutBound is an affordable way for small and scaling sales teams to have a Sales Kickoff Meeting.

Team Building & Cohesion

Many leaders leverage OutBound for team building and cohesion.

Training & Professional Development

Give your sales team access to elite level sales training from the world's top sales trainers at a fraction of the cost.

Ticket Packages

Get Tix

VIP All Access

Your All Access Pass to the world's premier sales & leadership training conference. Includes: VIP Mastermind Session & Networking Reception (Nov 5th), Reserved Upfront Seating at OutBound Conference (Nov 6th & 7th), OutBound After Dark Party (Nov 6th), Access to Elite Leadership or AI Edge Sessions (Nov 8th). Exclusive VIP Lounge.

\$1997

OutBound Main Event

This ticket gives you access to the OutBound Conference and all sales training workshops on November 6th and 7th.

\$997

OutBound Main Event + Leading Growth: Executive Sales Leadership Session

This ticket gives you access to the OutBound Conference on November 6th & 7th + the Executive Sales Leadership Session on November 8th.

\$1297

OutBound Main Event + AI Edge Session

November 6th & 7th + the AI Edge: Selling with Artificial Intelligence Session on November 8th.

\$1297



FULL CONFERENCE TRAINING CURRICULUM



VIP Mastermind

Nov 5th: 1pm – 5pm

In this mastermind session facilitated by Anthony Iannarino, Jeb Blount, Amy Franko, and Keith Lubner, VIP ticket holders work together to solve their biggest sales and leadership challenges.

You'll walk away with tremendous insights and connections with other professionals that will help you and your team sell more.

Prospecting Workshops

Nov 6th: 9am – 12pm

WORKSHOP	INSTRUCTOR
Fanatical Prospecting in the Age of AI	Jeb Blount, SR
7 Elements of Highly Effective Prospecting Sequences	Jeb Blount, JR
5 Step Telephone Prospecting Framework	Brad Adams
Leaving Voice Messages That Get Returned	Brad Adams
In-Person Prospecting Strategies	Jeb Blount, JR
Email Prospecting	Jessica Stokes
Video Prospecting in Four Frames	Jeb Blount, JR

LinkedIn, Sales Messaging, and Objections

Nov 6th: 1pm – 4pm

WORKSHOP	INSTRUCTOR
Advanced LinkedIn Prospecting	Brynne Tillman
LinkedIn's Hidden Secrets	Brynne Tillman
What to Say to Make a Memorable First Impression	Keith Lubner
What to Say When You Don't Know What to Say	Gina Trimarco
Prospecting Because Statements Get the Meeting	Jeb Blount, SR
Getting Past Prospecting Objections	Jeb Blount, SR

Pipeline Velocity

Nov 7th: 9am – 12pm

WORKSHOP	INSTRUCTOR
The Lost Art of Closing	Anthony Iannarino
Inside the Customer's Brain	Victor Antonio
Discovery Questions that Create Momentum	Amy Franko
Advancing With Micro-Commitments	Sarah Greer
Selling With Micro-Stories	Keith Lubner

Productivity

Nov 7th: 1pm – 4pm

WORKSHOP	INSTRUCTOR
Time Blocking, Calendaring the Model Sales Week, and Prioritizing	Anthony Iannarino
High-Intensity Prospecting Sprints	Jeb Blount, JR
Qualifying for More Effective Prospecting Lists	Amy Franko
Leverage The Prospecting Pyramid	Jeb Blount, SR
Winning With Goals	Jeb Blount, SR

Elite Sessions

Nov 8th: 9am – 12pm

Leading Growth: Executive Sales Leadership

Instructors: Anthony Iannarino, Amy Franko,
Keith Lubner, Sarah Greer



This deep dive session equips sales leaders with the skills and strategies to lead, manage, and coach GTM activities.

Selling With Artificial Intelligence

Instructors: Jeb Blount, Brynne Tillman, Victor Antonio



This deep dive session equips sellers with tools, tactics, and techniques for leveraging AI to gain more time to sell more.



Contact Us

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