

**MARCH 28, 2019**

7:30-8:00	<b>Registration and Continental Breakfast</b>
8:00-8:15	<p><b>Welcome</b>  <b>Gerry Klingler, NGA Sales and Marketing Training Committee Chair</b></p>
8:15-9:00	<p><b>Keynote Speaker- The Impact of Policy Driven Residential Electrification on the Public, Economy and Gas Industry</b>  <b>Richard Murphy, Managing Director, Energy Markets, American Gas Association</b></p>
9:00-3:15	<p><b>Seldom Shared Secrets of Sales Success- Harrison R. Greene, founder of Unique Selling Systems</b></p> <p>This event presents an opportunity for sales representatives, customer service representatives and marketing associates to understand sales from a different perspective. During this event, you will learn seldom shared secrets of sales success that Top Producers embrace. Residential, Commercial and Industrial sales representatives, customer service representatives, and marketing representatives will gain a fresh understanding of:</p> <ul style="list-style-type: none"> <li>• The unrecognized buyers of natural gas – they aren't who you think they are.</li> <li>• The vital seldom discussed motivations that cause people to buy.</li> <li>• The Compelling Event—without it, no sale can be made.</li> <li>• How to establish instant rapport with others.</li> <li>• Warm lead generation.</li> <li>• Effective use of Customer Service Representatives.</li> <li>• The often unrecognized qualities of Top Producers.</li> <li>• The truth about the safety of natural gas.</li> </ul> <p>This event is designed to help sales professionals understand the art of selling in an entirely new way. You will gain a fresh perspective about your sales career and how it will change in the immediate future. Algorithms, artificial intelligence, interactive voice recognition, and technology will drastically change the sales landscape. Will you be ready?</p> <p>This event is presented by Harrison R. Greene, founder of Unique Selling Systems. He has enabled the growth of sales organizations nationally and worked extensively with the natural gas industry in New England.</p>

10:30-10:45	Break
12:00-1:00	Lunch
3:15-3:30	Break

3:30-4:30	<p><b>Breakout Sessions:</b></p> <p><b><u>Residential/ Small Commercial Market</u></b>  <i>Moderator -Joel Rayberg, Sales Manager, Eversource</i></p> <p><b>3:30 - 4:00 Roundtable-</b> Come prepared to share your experiences related to today's market. Learn from your peers. Apply what you learned today.</p> <p><b>4:00 -4:30 Q &amp; A with Harrison-</b> This is an opportunity to ask and get answers about selling to your specific market.</p> <p><b><u>Large Commercial/Industrial Market</u></b>  <i>Moderator-Tom Aldrich, Commercial Sales Manager, Berkshire Gas</i></p> <p><b>3:30 - 4:00 Q &amp; A with Harrison-</b> This is an opportunity to ask and get answers about selling to your specific market.</p> <p><b>4:00 -4:30 Roundtable-</b> Come prepared to share your experiences related to today's market. Learn from your peers. Apply what you learned today.</p>
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# 2019 NGA Sales and Marketing Conference

## Thursday, March 28, 2019 General Information

### Who Should Attend

**The Northeast Gas Association's 2019 Sales and Marketing Conference is open to natural gas distribution company sales and marketing professionals; energy marketers and energy service company personnel; trade allies; and members of the regulatory community.**

#### Conference Contacts:

If you have questions regarding the conference, including the exhibit, please contact:

Eileen Sitte at 781-455-6800 x117,  
esitte@northeastgas.org

Dan Dessanti at 973-265-1900 x216,  
ddessanti@northeastgas.org

### [Registration—Click HERE to Register](#)

Online registration is available on NGA's website  
[www.northeastgas.org](http://www.northeastgas.org)

**Member Rate: \$395.00**

**Non-Member Rate: \$550.00**

**Government Rate: \$125.00**

**Registration Deadline:** Monday, March 18th, 2019

**Cancellation Policy:** Due to contractual obligations, cancellations received 15 business days prior to the program will receive a full refund. Cancellations received 6 to 14 business days prior to the event will receive a refund, less a \$100 administrative fee. No shows and last minute cancellations, 5 business days prior to the event or less, will be responsible for the full registration fee. Substitutions from your organization for the same event are always welcome.

### Registration

**Online registration is available on NGA's website: [www.northeastgas.org](http://www.northeastgas.org), then click on "Member Login" top left corner.**

#### **Online Registration (for those entered in NGA's on-line system)**

If you already have a username and password for the NGA site, you can register online right now. To log in go to NGA's website, [www.northeastgas.org](http://www.northeastgas.org). After you login, click on the left side on the tab for "Online Store." You will be taken to the store, Look for the "2019 Sales and Marketing Conference." Click on the "2019 Sales and Marketing Conference Attendees" and continue registering from there.

#### **Online Registration (for those not entered in NGA's on-line system)**

If you are not yet registered with NGA for online access and would like to do so, you can complete the "Individual Database Profile Form" found on NGA's member log in screen. You can also email Eileen Sitte at [esitte@northeastgas.org](mailto:esitte@northeastgas.org), and request a form be emailed to you. Please return the forms via email to Eileen Sitte at [esitte@northeastgas.org](mailto:esitte@northeastgas.org). NGA will contact you once you are entered in our database with a username and password for future access.

### Hotel Accommodations at

#### **Renaissance Providence Downtown Hotel**

#### **5 Ave of the Arts**

#### **Providence, RI 02903**

NGA has secured a room block at the rate of \$179 per night. For overnight reservations please call 866-630-0704.