

Sales Leaders Will Displace Managers as the Recession Ends

Technology author Karl Palachuk announced that sales management superstar Ken Thoreson will be a keynote speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June. His topic is how sales leaders will outperform sales managers in the evolving economy.

Sacramento, CA, May 2, 2012 – Technology author Karl Palachuk announced that sales management superstar Ken Thoreson will be a keynote speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June. His topic is how sales leaders will outperform sales managers in the evolving economy.

Managing for Success 2012 will be held “online” June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market.

Thoreson was recently named as one of the Top 50 Sales and Marketing Influencers of the Year for 2012 by Top Sales World. See <http://www.topsalesworld.com/topInfluencers.php> for more information.

“We are extremely pleased to bring Ken to this conference. He has been a leader in developing sales and sales management programs for technology professionals for fifteen years,” said Palachuk. “He is internationally recognized as one of the great sales management consultants, so this is a real treat for us!”



“Today is a great time to be doing sales in the IT industry,” says Thoreson. “But the economy is always a little different after a recession than it was before the recession. Leadership will be a critical factor in sales management going forward.”

Thoreson is the president of Acumen Management Group. He is recognized as a sales leadership professional who "operationalizes" sales management systems and processes to pull sales results out of the doldrums into the fresh zone of predictable revenue. He developed and works closely with Cisco Systems on their SMB Partner Practice Builder program.

Thoreson is currently a columnist for Redmond Channel Partner Magazine, a publication for Microsoft channel partners. His blog has been rated in the top 10 sales blogs in the United States and ranked a top sales industry social media user by Top View. He is a member of the National Speakers Association.

Other conference speakers include Josh Peterson and Len DiCostanzo. Peterson is a business coach for IT consultants and is the COO of FusionTek, a Managed Services Provider based in Seattle, WA. FusionTek is committed to proving that a professional sales team can make all the difference in our industry. DiCostanzo is the Senior Vice President of Community and Business Development at Autotask. He is responsible for ensuring the continued success of Autotask's

global client base and identifying, building, and nurturing their strategic industry alliances around the world.

“The speakers at this conference are all top-notch,” said Palachuk. “No IT conference in history has had this many professional, top-tier speakers. The online format makes it much easier to get a number of world class speakers at a single conference.”

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM each day on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days. Primary sponsors of the SMB Online Conference include ConnectWise and LabTech Software.

To learn more about Managing for Success 2012, visit www.smbonlineconference.com.

About Ken Thoreson

As a speaker, Ken Thoreson energizes audiences and recharges their personal commitment to professional excellence to help drive personal and organizational change and growth. In addition to the three newly released books based on his Sales Management Guru series, and Success Simplified, co-authored with Stephen Covey, Ken's many articles and nationally recognized blog are excellent resources for executives who want to revitalize their organizations. He has been published in Selling Power, VARBusiness, Reseller Management, Business Products Professional and SmartReseller. For more information, visit www.YourSalesManagementGuru.com.

About ConnectWise

Designed exclusively for the IT Channel, ConnectWise is the leading business management solution for service providers, MSPs, technology consultants, integrators, and developers. Today more than 62,000 IT professionals rely on ConnectWise to achieve greater accountability, operational efficiency and profitability. ConnectWise fully integrates CRM, sales, help desk ticket and tracking, project tracking, IT service management, SLAs, dispatch scheduling, mobile IT services, time and expenses into a singular IT management software to dramatically streamline IT companies. Over the last 29 years, ConnectWise has become the premier business operating system for IT solution providers. ConnectWise APIs are accessed by over 300 organizations, including ConnectWise partners and industry leaders of the IT Nation. For more information visit www.ConnectWise.com or call 800-671-6898.

About LabTech Software

LabTech is the only Managed Service tool for remote monitoring, management, (RMM) and automation developed by a Managed Service Provider (MSP) for MSPs. Our affordable, agent-based solution so closely emulates what technicians do in the field that techs can provide the same support remotely. Because we understand how to manage a growing MSP business, we make it easier to procure their software and allow partners to add agents as they grow. For more information please visit www.LabTechSoftware.com or call 877-522-8323.

About Small Biz Thoughts

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit www.smallbizthoughts.com.

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