



**Topic:** Change Through Gamification

Learn how gamification can engage reps to change how they sell; selling more and selling better vs. engaging reps to do more of the same

**Speaker:** Bennett Pearl, Founder and President of Trajectory Sales Enablement

Bennett is accountable for identifying barriers to sales performance from front line employees and finding focused solutions to overcome those barriers. Bennett has over twenty years of experience in employee engagement across a breadth of best-in-class clients, including MTA, AT&T, SaskTel, McDonald's Canada, McDonald's Global, Bell Canada, Honda Canada, PlayStation, Xerox, Johnson Insurance, Scotiabank, and Molson.

After years in the ad agency and interactive agency business, Bennett observed the trend of too much value being put against the "cool" use of technology, vs. holding technology accountable to empower employees to drive bottom line results. Bennett is a believer in the ability to take any performance challenge down to that one focused action you need that one employee to take now, that will ultimately lead to the bottom-line results.