



# Evolve Sales Peer Groups

IT Nation Evolve is an annual membership program designed to help you navigate your business journey through peer group interactions. Our members are among the highest in growth and have the largest profitability percentages in the industry.

## Value Proposition for Business Owners:

Empower your sales team by allowing them to develop meaningful and insightful relationships with experienced sales leadership peers. This is perfect for the sales leaders within your organization.

## Program Objectives:

1. To ignite transformation deeper within IT Nation Evolve Sales Leaders member companies (through business/financial growth) and employees (through personal/professional growth).
2. To develop strong leaders within member companies who deliver a great sales experience to their clients and lead their teams well.
3. To foster community amongst sales leadership peers and their trusted vendor partners.

## Information Regarding the Meetings:

1. Two times per year, we gather in each geography (APAC, EMEA & NA) and two time a year we meet virtually.
2. In person are 2 days and virtual are 1 day.
3. Groups typically contain 8-10 companies. Attendees are able to create and maintain a network of peers to communicate with all year long.
4. Facilitated by an experienced Sales Leaders who provides guidance and thought-provoking discussion.
5. During the meeting we spend our time the following ways:
  - Company Updates: KPIs, Goals, Issues, One Things
  - Groupwide discussion (Best practices, One Things, Parking Lots, etc.)
  - Content Delivery (Leadership, New Technologies, Life, Sales, Marketing)

