

## 3 Reasons Sales Professionals Should Attend Conference Education Sessions

When awarded the opportunity to attend an industry event, sales professionals focus a heavy amount of networking efforts on future leads that could potentially turn into revenue. Because of this, they often skip out on the conference education sessions. Unfortunately for these sales professionals, they are failing to benefit from the opportunity to gain instrumental selling skills that could lead to more revenue far beyond the conference, for years to come.

If you're one of the guilty sales professionals skipping out on the education sessions, there is huge value you're missing. Here's why you should start attending more conference education sessions:

- **Sharpen Your Skills & Get Certified:** Learn new things to get more leads! Your company spent a lot of money to send you to these conventions to represent them. There's no better way of making your company stand out then by engaging in conference education sessions. Attending a conference is an opportunity for personal and professional growth. Plus, with certification accreditation and other educational benefits, you can position yourself and your company as a top talent in the industry. As you continue to learn and become a savvier sales professional, you also have a higher chance of transitioning your role because of the education sessions and professional accreditations acquired. Your company paid to be there and it's up to you to make the most of it. Get up and get what you need to prove to your company that you are a knowledgeable and dedicated employee!
- **Become an Advocate:** It's important to consider the benefits of attending not only for personal growth, but also for your customers. What's in it for them? Attending education sessions enables you to discover techniques for optimum buyer engagement. Educational sessions give you the opportunity to learn more about the industry and the challenges your clients and prospects face in their daily jobs. As you discover new [document management software](#) tips for example, you also have to get the word out and share what you've learned with your customers so they ultimately turn to you for their [document workflow](#) needs. Learning how to promote your products or services allows you to become a better and more effective sales professional. Often, small business clients cannot afford the attendance price of many of these conferences, so it's your job to distill the information learned so they can benefit from your attendance.

- **Learn From Your Peers:** For sales professionals, networking is one of the most important aspects of attending an industry conference. But by attending educational presentations, you will learn from others in your same field of work, to help improve your own sales skills and industry knowledge. From best practices to industry challenges, you can elevate your sales game by sharing experiences and lessons learned with peers. The more you learn, the more you can become a trusted adviser who is knowledgeable and proactive. There's an incredible amount of sharing, learning and leveraging that can happen by attending education sessions alongside those who know the ins and outs of the industry, just like you.

Don't waste a chance to improve your industry knowledge and skills. Take advantage of the opportunities afforded to you by representing your company to the fullest! [Click to learn more](#) about Square 9's highly anticipated Encompass Reseller & End User Conference and why you need to attend!



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