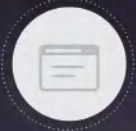


LEAD TO MONEY STAMP CARD

Each activity completed below earns you a number of spins on the Lead to Money machine. Complete all four and return this card to CallidusCloud's Booth #1215 to be entered in a daily raffle for **a trip for 2 to Las Vegas!**



VISIT BOOTH - 1 SPIN
Check out the prizes



WATCH A DEMO - 3 SPINS
At the CallidusCloud booth #1215



GO TO A SESSION - 5 SPINS
More details inside



GET SOCIAL - 1 SPIN
Share your experience @CallidusCloud

EXTRA BONUS



WRITE A REVIEW - 5 SPINS
You know you love CallidusCloud. So tell the world! Leave a review at our Cloud Expo Booth #1215 and get 5 extra spins on the Lead to Money machine.

Fill out the form for the trip to Las Vegas raffle.

Your Name:

Your Company:

Your Email Address:



MAKE MORE MONEY, FASTER.

Play the Lead to Money machine for a chance to win a Porsche* and other prizes.



*Rules and restrictions apply

★ SUPER SESSION

10/5/2016 11:30 AM

Venue: Yerba Buena Center for the Arts, Yerba Buena Forum

3 WAYS TO MAKE YOUR SALES TEAMS GREAT AGAIN

- Giles House, Chief Marketing Officer, CallidusCloud
- Bart Fanelli, Vice President Global Field Success, Splunk
- Bill Schuh, C-Level Executive formerly with Solar Company
- Cathy Clauson, SVP, Sales Strategy, Inside Sales, Sale Operations, AssetMark

The votes have been cast, the results are in. After three straight years of decline in average quota attainment in the industry, it's time to shake things up. Hear from 3 leaders that are bucking the trend and driving their teams to profitable growth and turning customers into fans along the way. You will hear how to use incentives to drive winning selling behavior, how to equip sales with the answers to the tough questions in the field, and how to take a customer-centric approach to your tech stack.

BREAKOUT SESSION

10/4/2016 11:30 AM

VENUE: San Francisco Marriott Marquis Hotel, Foothill F

ONBOARD, TRAIN, REINFORCE: SOLVE SALES OPERATIONS' BIGGEST CHALLENGES IN 2017

- Christine Dorrior, VP, Sales Operations, CallidusCloud
- Ben Gomez, Senior Manager, Sales Effectiveness & Integration, Healthfirst
- Rick Austin, Senior Director IT, Xirrus

Sales operations leaders play a crucial role in turning objectives into actionable plans that achieve sales growth. As the responsibilities of sales operations expand, you face increasing pressure to onboard talent quicker than ever, boost productivity and arm your sales team with skills, knowledge and motivation to deliver a winning customer experience. Attend this session and learn from senior leaders how they are solving some of the thorniest challenges you will face in 2017. Get first-hand knowledge on how to on-board and give sales the right tools to get them ramped up quickly, how to train continuously, and how to reinforce the right sales behaviors through incentives.

BREAKOUT SESSION

10/4/2016 4:30 PM

Venue: San Francisco Marriott Marquis Hotel, Yerba Buena Salon 13-15

THE NEW RULES OF LOYALTY: WHY CUSTOMER FEEDBACK BELONGS IN SALESFORCE

- Jon Shalowitz, GM CallidusCloud Engagement Solutions, CallidusCloud Clicktools
- Kelly Ormsby, Global Program Manager, Voice of the Client, Patheon
- John Braun, Salesforce.com Program Manager, Patheon
- Byron, Townsend, Program Manager, Salesforce.com, Houghton Mifflin Harcourt
- Jerry Palmer, Sr. Manager, Retention Ops Performance, YP

Today's customers demand high quality relationships. They need targeted, personalized interactions that make them feel valued in order to stay loyal to your brand. The only way to manage the complexity of these relationships is the powerful combination of a feedback platform and Salesforce. Join this session and see how leading organizations have automated their feedback workflows to keep customers captive and engaged. Learn how to implement real-time action on survey feedback from Salesforce, create C-Level reporting on customer satisfaction, and make strategic changes in the organization based on real data.

BREAKOUT SESSION

10/5/2016 9:30 AM

VENUE: San Francisco Marriott Marquis Hotel, Foothill F

TEARING DOWN THE WALLS OF LEARNING WITH COUPA AND LITMOS LMS

- Sarika Khanna, VP Product Management, Litmos
- Jonathan Fear, Sr. Dir. Coupa University, Coupa

Integrated training leads to higher profits. World-class organizations understand this well. For many businesses, learning isn't a one-and-done exercise. Creating a culture of learning means fostering intellectual curiosity among not just employees, but across all channels. Come to this session and hear how Coupa, one of Silicon Valley's hottest cloud-based savings-as-a-service provider, achieved tenfold growth in product certifications and a 300% increase in training adoption. Coupa will discuss the benefits and challenges of extending the learning environment and will highlight the advantages of reaching three audiences — each with unique requirements — using Litmos by CallidusCloud and Salesforce.

BREAKOUT SESSION

10/6/2016 1:00 PM

Venue: San Francisco Marriott Marquis Hotel, Yerba Buena Salon 4-6

HOW YOUR RICH DATA IS LEAVING YOU POOR

- Dan Koellhofer, SVP, Product Management, CallidusCloud
- Joe Miller, Senior Manager Incentive Compensation, Sunrun
- Matt Skelly, Director of Process Improvement, Infrastructure, and IT, Nihon Kohden America, Inc.

Data is the new oil. You've heard it said many times but what does it actually mean to you and your sales organization. There is no shortage of data available, but if you don't have an easy way to make sense of it, you'll always come up second best. Come to this session and see how senior leaders are unlocking the data that helps them make more money, faster. Discover the ten tough questions executives are asking about sales performance, find the hidden CRM data you're missing out on, and how to go from data to answers.

BREAKOUT SESSION

10/6/2016 2:00 PM

Venue: Moscone West, 2011

APPEXCHANGE APPS TO BOOST BUSINESS RESULTS: CONNECTED LEADERS LIVE

- Darrell Whitley, SVP, Market Development and Enterprise Sales, Total Safety

On our monthly Connected Leaders webinar, we speak to business leaders using AppExchange apps to boost business results in a variety of ways. Join us for a live version of the webinar, and learn from leaders across industries about how apps are impacting their businesses' bottom lines and the lives of people across organizations.

CallidusCloud Demo Schedule - Booth #1215

	TUESDAY 10/4	WEDNESDAY 10/5	THURSDAY 10/6	FRIDAY 10/7
10:00 AM		●		
10:30 AM		●		
11:00 AM		●	●	●
11:30 AM		●	●	●
12:00 PM	●	●	●	●
12:30 PM	●	●	●	●
1:00 PM	●	●	●	●
1:30 PM	●	●	●	●
2:00 PM	●	●	●	
2:30 PM	●	●	●	
3:00 PM	●	●	●	
3:30 PM	●	●	●	
4:00 PM	●	●	●	
4:30 PM	●	●	●	
5:00 PM	●			
5:30 PM	●			
6:00 PM	●			
6:30 PM	●			
7:00 PM	●			

- Make more money faster with Lead to Money
- Training Made Easy with Litmos and Salesforce
- Agent Motivate: Taking Sales and Customer Success to the Next Level

For the latest session details, visit dreamforce.calliduscloud.com