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Mastering Sales: The Big Ideas That Drive Big Revenue

In today's ultra-competitive business environment, mastering the art of selling is more than just a professional edge, it's a survival strategy.

PAGE 12

JUNE 2025

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FOCUS: Emerging Healthcare Professionals

Highlighting Conway's healthcare professionals.

PAGE 6

MORE INSIDE



WHAT'S THAT GONNA BE

Castro family bringing Pizzeria to Village at Hendrix

PAGE 8

REAL ESTATE

The Most Expensive Homes Sold in Faulkner County in May

PAGE 10



OrthoArkansas' team of expert physicians in Conway from left to right: Dr. Matthew Burn (Hand and Wrist); Dr. Tad Pruitt (Joint Replacement); Dr. Rodrigo Cayme (Spine); Dr. Louis Jones (Joint Replacement); Dr. Kirk Reynolds (Sports Medicine); and Dr. Grant Bennett (Sports Medicine).

OrthoArkansas Expands Services, Deepens Roots in Conway

OrthoArkansas is deepening its commitment to the vibrant Conway community by significantly expanding its range of services and adding new, highly skilled providers. Already a trusted name in orthopedic care, the organization is enhancing its capabilities and broadening its specialties to better serve the healthcare needs of residents, right in their hometown. To support this growth, OrthoArkansas recently expanded its office space at 505 E. Dave Ward Drive, creating a comfortable and efficient environment designed around the patient experience.

The Conway clinic has become a cornerstone of the community's healthcare infrastructure, offering comprehensive orthopedic care. With ten locations strategically positioned throughout Arkansas, OrthoArkansas proudly provides accessible, high-quality orthopedic services across the state. Additionally, the organization operates two advanced outpatient surgery centers, delivering cutting-edge surgical solutions in convenient, patient-friendly settings.

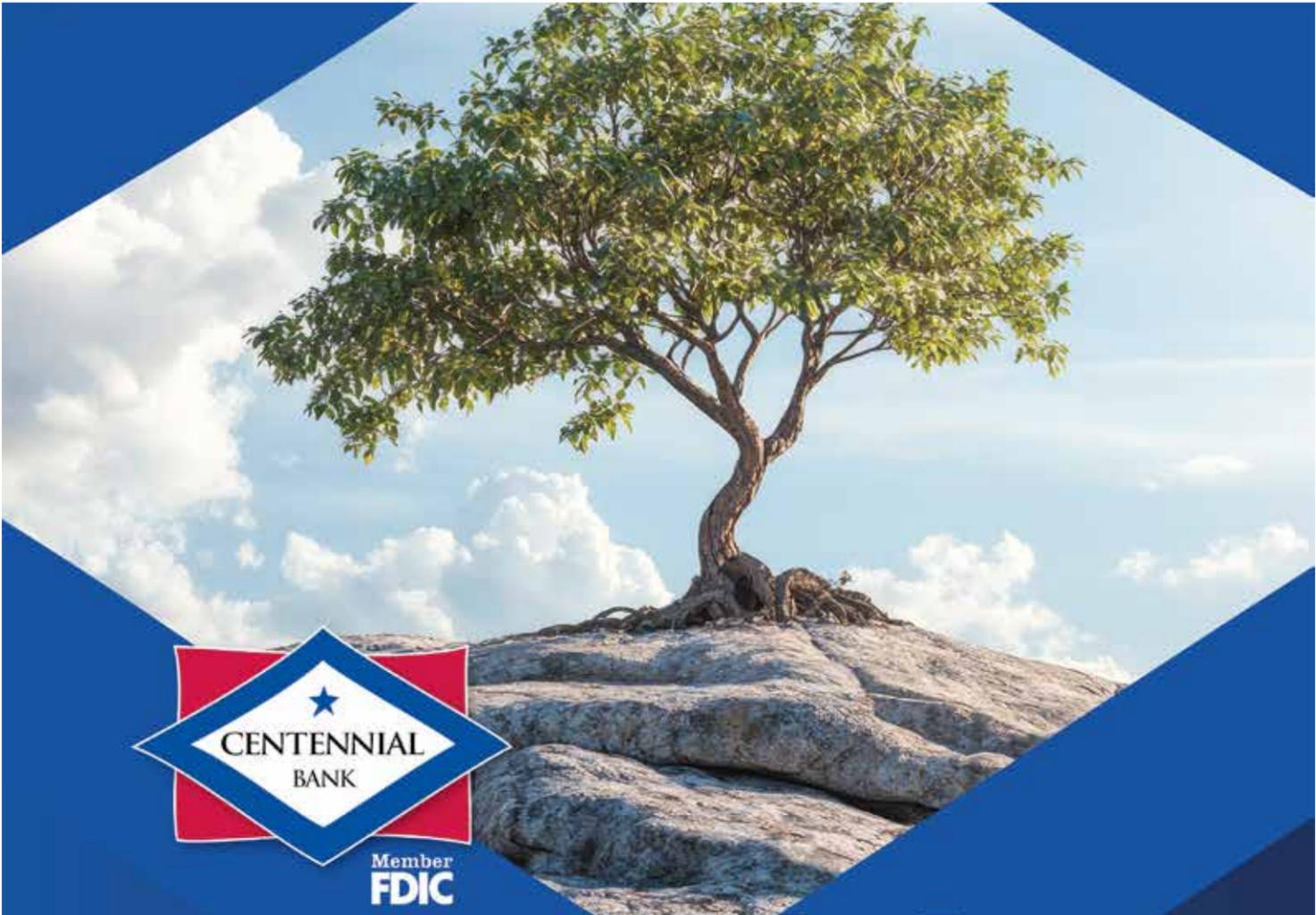
OrthoArkansas's experienced, highly trained physicians specialize in comprehensive orthopedic care, covering sports

medicine, joint replacement, spine care, hand and wrist care, urgent orthopedic care, and rheumatology.

Sports medicine at OrthoArkansas addresses the needs of athletes at all skill levels. From recreational enthusiasts to elite competitors, specialists provide injury assessment, treatment, rehabilitation, and preventive care to help athletes safely return to peak performance.

The spine care program diagnoses and treats spinal conditions using both surgical and non-surgical approaches. Specialists

ORTHOARKANSAS
CONTINUED ON PAGE 4





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TABLE OF Contents

- 04** Cover Story
OrthoArkansas Expands Services, Deepens Roots in Conway

- 05** Focus
Emerging Healthcare Professionals

- 08** What's That Gonna Be?
Castro Family Bringing Pizzeria to Village at Hendrix

- 10** Real Estate
\$880K Conway Home Tops List for May

- 11** Economy at a Glance
Key Economic Indicators for Conway

EVENTS Calendar

- 10** JULY
Conway Area Health Care Forum

- 5** AUGUST
Purple Passion

- 14** AUGUST
Teacher Breakfast & Education Fair

- 12** SEPTEMBER
Baggo for Business

Pulse of Conway

CHIEF MARKETING OFFICER
Lee Hogan

GRAPHIC DESIGNER | Kara Darling

RESEARCH AND STATISTICS

CHIEF ECONOMIC DEVELOPMENT OFFICER | Corey Parks
DIRECTOR OF ECONOMIC DEVELOPMENT | Jack Pillow

ADVERTISING SALES

CHIEF REVENUE OFFICER | Lindsay Henderson
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ORTHO ARKANSAS

FROM PAGE 1

create personalized care plans aimed at alleviating pain, improving function, and enhancing overall quality of life for patients with back and neck issues.

The joint replacement team provides advanced surgical options, including minimally invasive and robotic-assisted procedures. Surgeons focus on improving mobility, relieving chronic pain, and restoring active lifestyles with precise, patient-centered care.

Hand and wrist specialists offer meticulous treatments for acute injuries, chronic conditions, or delicate surgeries, aiming to restore optimal function and reduce discomfort.

The recently added rheumatology services manage autoimmune and inflammatory conditions such as rheumatoid arthritis, lupus, and gout. Rheumatology providers create individualized treatment plans to effectively manage symptoms and improve patients' quality of life.

Enhancing accessibility, OrthoArkansas opened an orthopedic urgent care center in Conway in February 2025. This facility provides immediate access to specialized treatment for acute musculoskeletal injuries such as fractures, sprains, and strains, without requiring an appointment. It operates Monday through Friday, from 8:00 AM to 5:00 PM, offering walk-in visits and immediate treatment plans. Additionally, two other urgent care locations with extended hours are conveniently located in North Little Rock and Little Rock, ensuring accessible orthopedic care when it is most needed.

Dr. Grant Bennett, an orthopedic surgeon specializing in sports medicine and joint replacement, has been integral to the clinic's success.

"Being part of the Conway community has been incredibly rewarding," said Dr. Bennett. "We strive to provide our neighbors with the best possible care, right here in their own backyard."

Dr. Kirk Reynolds, President of OrthoArkansas, emphasized the importance of these developments: "We are excited to expand our services in



OrthoArkansas physicians, staff, and community celebrate the grand opening of the new orthopedic urgent care and recently renovated facilities, marking an exciting step forward in expanding access to same-day orthopedic care for the community. OrthoArkansas Urgent Care is open Monday through Friday 8 a.m. to 5 p.m.

Conway, providing even more ways for patients to access expert orthopedic care when they need it most. This addition strengthens our commitment to delivering high-quality, patient-centered care that helps people recover faster and return to the activities they love."

OrthoArkansas's commitment extends beyond healthcare services, actively participating in local events and initiatives. As proud members of the Conway Area Chamber of Commerce, the organization sponsors various local activities, fostering strong connections with residents and contributing to the area's overall well-being.

With its expanded services, specialized staff, and deep-rooted commitment to patient-centered care, OrthoArkansas is more than just a medical

provider — it's a healthcare partner for Conway residents. As the city grows, the presence of a full-service orthopedic clinic means residents can stay local for top-tier care, whether recovering from injury, managing chronic pain, or seeking preventive treatment.

"Our goal is to keep Conway healthy, active, and thriving," said Dr. Reynolds. "Whether it's helping a student athlete return to the field or enabling a grandparent to stay engaged with their family, it's meaningful to be trusted with those important moments in our patients' lives." ●

For more information about OrthoArkansas's services in Conway, visit www.orthoarkansas.com/conway

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Carter Dodd

Associate Administrator, Conway Regional Health System

As a healthcare administrator at Conway Regional Health System, Carter Dodd brings strategy and empathy together. His role involves aligning organizational goals with community needs, leading planning efforts, shaping service lines, and interpreting key data to inform decisions.

“Strategy doesn’t live in spreadsheets; it lives in people,” he said.

Dodd studied healthcare administration at the University of Alabama and Trinity University, where he discovered the power of administrative leadership

to support providers and improve health outcomes. At Conway Regional, he navigates resource limitations by focusing on impact rather than return, embracing creative thinking. He chose Conway for the job but stayed for the community.

“It’s a place where relationships matter,” he said.

Dodd credits his father and Rebekah Fincher as influences who helped shape his thoughtful, people-first leadership style. Behind every decision, he sees a story, a need, and a commitment to serving patients.

Blaire Williams

Hospitalist Program Coordinator, Conway Regional Health System

Blaire Williams plays a vital role in Conway Regional Health System, serving as a key support link for both the Internal Medicine Residency Program and the Hospitalist Team. She manages provider schedules, academic functions, and operational workflows, helping ensure quality care. Her success lies in adaptability and her passion for helping others.

“Watching our residents grow into confident, skilled physicians while also helping expand services into rural communities like Clarksville and Clinton has been incredibly fulfilling,” she said.

A University of Central Arkansas graduate, Williams stayed in Conway because of the strong community and professional mentorship from leaders like Rebekah Fincher and Dr. Greg Kendrick. She values collaboration and believes supporting providers is essential to delivering patient-centered care. Her commitment to developing future physicians strengthens the entire region’s healthcare system and ensures continued excellence in care delivery across communities.



Lauren Norris

Director of Marketing, Conway Regional Health System

Lauren Norris turns complex healthcare language into clear, empathetic messaging as director of marketing at Conway Regional Health System. Her work focuses on building trust and empowering patients, especially through times of change like insurance disruptions or public health concerns.

“Healthcare is personal,” Norris said. “For every data point or campaign you launch, there’s a patient behind it.”

She believes in the power of short-form video, using it to make healthcare more accessible and relatable,

especially to younger audiences. A standout example is the system’s Barbie-themed breast cancer awareness campaign, which captured attention through creative storytelling. Originally drawn to Conway for a job, Norris found a lasting home in a community that values connection and innovation. Guided by empathy and adaptability, she leads her team with a mission to inform and engage. Through clear, human-centered communication, she helps patients feel seen, heard, and empowered in their care journey.

Adrienne Balentine

Registered Nurse, Baptist Health Medical Center-Conway

Adrienne Balentine’s calling to healthcare began at home, inspired by her mother, a registered nurse who she saw as a superhero. That admiration evolved into a deep commitment to helping others, caring not just for physical needs, but for emotional and spiritual well-being. Today, Balentine is a registered nurse in the Emergency Department at Baptist Health Medical Center-Conway. She serves in a leadership capacity as a clinical coordinator and charge nurse on the night shift, balancing patient care, staff coordination, and departmental flow.

In her dual roles, Balentine advocates for both patients and her fellow nurses, helping maintain efficiency while also promoting a supportive work environment. She assists with administrative tasks, serves as an educational resource for staff, and helps ensure that every patient receives compassionate, high-quality care.

Faith plays a central role in her approach. “The Bible calls us to be the hands and feet of Jesus,” she said. “In this career, I feel like I am provided opportunities to demonstrate Christ’s love, whether through my clinical ability or offering emotional support.” That mission drives her even on the hardest days.

Balentine sees compassion as the cornerstone of great nursing, helping create an environment of respect and healing. She advises anyone

entering healthcare to prioritize self-care, be adaptable, and never stop learning.

Outside of work, she’s a busy mom of three, often found at ball games, concerts, or enjoying Conway’s many parks. She appreciates the way Conway embraces families and supports its healthcare workers through true community partnerships.

Balentine is currently working toward national certification in emergency nursing and pursuing further education. Her family remains her motivation and grounding force, especially her husband, Joey. Their unwavering support keeps her focused on her purpose: to serve with compassion, skill, and heart.



Shelby Roberts

Director of Nutrition and Food Services, Baptist Health Medical Center-Conway

For Shelby Roberts, food is far more than sustenance. It is a vital tool for healing, comfort, and dignity. Her passion for healthcare began at age 16 while working in food service and grew during college when a hospital job revealed how nutrition directly affects recovery and well-being.

“It wasn’t just about serving meals,” she said. “It was about serving hope, dignity, and care through food.”

That experience shaped her career path and still drives her today.

As Director of Nutrition and Food Services with Morrison Healthcare, Roberts oversees all facets of patient meal services, retail, and catering at Baptist Health-Conway. Without separate managers, she handles everything from meal accuracy and food quality to staffing, inventory, sanitation, and compliance. She rounds on patients, collaborates with nurses and leadership, and supports team morale through meaningful gestures like baking birthday cakes or hosting rehab tea parties.

While she manages financial performance, Roberts believes compassion is the most important trait in her role.

“Leading with heart builds trust, uplifts teams, and enhances the patient experience,” she said.

Her work is people-centered, and she has learned that her greatest strength lies in empathy, adaptability, and finding humor in everyday moments.

Roberts is currently pursuing her Registered Dietitian certification and juggling professional growth while prioritizing balance. She recharges through hiking, running, and spending time with her dog. A witty spirit with a gift for connection, she finds joy in small moments, from playful email signoffs to helping patients feel at home.

Since joining the Conway team in 2023, she has found a community that trusts and supports her leadership. On hard days, she draws motivation from knowing that small, intentional actions can change someone’s experience. That belief and her consistent care make Roberts a standout in the healthcare field. 🌟



Castro Family Bringing Pizzeria to Village at Hendrix

A new fast-casual pizzeria is set to open at The Village at Hendrix in summer 2025. The restaurant, La Pista Pizzeria, comes from brothers Ernesto and Jose Castro, the family behind Los 3 Potrillos and Don Pepe's.

La Pista Pizzeria will focus on artisan pizza, fresh salads and Italian gelato. It will also offer a selection of beer, wine and cocktails. The restaurant is designed for quick service with a casual, sit-down option.

In a social media post announcing the restaurant, Hendrix College said the menu will emphasize fresh ingredients and straightforward preparation. The addition aims to fill a gap for quality Italian-style fare in a fast-casual setting.



EDUCATION

Hendrix College has hired **Tiffany Pickett** as its communications and events manager. Pickett was most recently the acting director of communications and marketing at **Ouachita Baptist University**.



NONPROFIT

Alzheimer's Arkansas has added **Glenda Caton** and **Kathleen Fitzpatrick** to its board of directors. Caton works at **Caton Consulting** and Fitzpatrick at **CertaPro Painters**.



UTILITIES

Conway Corp has promoted **Derek Bradley** to the role of utility worker in its water department. Bradley will play a key role in maintaining and repairing the city's water and wastewater systems to ensure reliable service for the community. Bradley began at Conway Corp in 2022.



Chase Weatherly and **Blaine Anible** have earned their Class II Wastewater Treatment License from the **Arkansas Department of Environmental Quality**.



Weatherly, who works at the **Tupelo Bayou Wastewater Treatment Plant** as a plant operator apprentice, started at Conway Corp in 2022. Anible, who holds the same position, started last year at Conway Corp.

Jeremy Langley Named Central Baptist College President

Jeremy Langley has been appointed president of **Central Baptist College**. He is the tenth president in the college's 73-year history.

Langley has more than 20 years of experience in higher education, ministry, and leadership. He has served as CBC's executive vice president since August. Prior, he spent more than a decade as an associate pastor at **Brister Baptist Church** in Emerson. He also spent seven years at **Southern Arkansas University** in various roles, including assistant to the president, associate director of athletics, and assistant director of development.

"We believe that God brought Dr. Langley to us, and as one board member said, 'he checked all the boxes and exceeded our expectations,'" said board chairman **Kirk Shelton**. "Dr. Langley hit the ground running working alongside President Kimbrow last fall and has developed

a great relationship with administration, faculty, and staff. I believe he is the right man in the right place at the right time."

Langley replaces **Terry Kimbrow**, who retired as president in May. He served as the college's president for more than 20 years.

"I am honored to accept the call to serve as president of Central Baptist College," Langley said. "This institution has a rich legacy of preparing students for lives of service grounded in biblical truth. I look forward to building on that legacy and leading the college into a season of growth and impact. My chief goal is to ensure CBC continues to be a place where Christ is exalted and God is glorified."



Karen Tumlinson Named CFO at Hendrix College

Hendrix College has named **Karen Tumlinson** as its vice president for finance and operations and chief financial officer. Her appointment begins in August.

Tumlinson has extensive experience in higher education financial management and operational leadership.

She comes to Hendrix College from **Central College** in Iowa where she currently serves as vice president of finance and administration and chief financial officer. There, she has led a comprehensive financial restructuring effort, including the creation of the college's first zero-based budget, the implementation of a new enterprise resource planning system, and the introduction of a market-driven, open staffing model that reimagined administrative services.

Tumlinson has held key leadership roles at the **University of North Texas**, **Kansas Wesleyan University**, and the **University of Arizona**.

"Karen Tumlinson's strategic insight and deep experience in higher education finance and operations make her the ideal leader to join Hendrix as we build on our momentum and enter the next 150 years," said Hendrix College President Karen Petersen. "Her innovative spirit and proven success in managing complex

systems and driving institutional transformation will be an asset to our team. I am thrilled to welcome her to Hendrix and look forward to the strength and vision she brings to this pivotal role."

Tumlinson holds three associate degrees in accounting, business, and computer programming, a bachelor's degree in business, and a master's in interdisciplinary studies with concentrations in business and advanced data analytics. She has also completed graduate coursework in accounting, law, and public administration.

"I am thrilled to be joining the forward-thinking team at Hendrix College; a community of dedicated professionals committed to student success through the lens of a rigorous liberal arts education," Tumlinson said. "This foundation not only prepares students for meaningful careers but also enriches their lives in enduring ways. During my recent campus visit, I was deeply inspired by the students I met — each of them spoke with genuine appreciation for the education they are receiving and already recognize the lasting impact it will have on their futures."



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This 6-bed, 5-bath home was the most expensive home sold in Faulkner County in May. The 6,003 SF Conway home sold for \$880,000 and \$146.59 per square foot. Photo courtesy of Zillow

\$880K Conway Home Tops List for Faulkner County in May

A Conway home in Pippinpost was the most expensive home sold in Faulkner County in May, selling for \$880,000 and \$146.59 per square foot.

The 6-bed, 5-bath home was on the market for 20 days. The 1994 home is located on a 1.02-acre lot and is 6,003 SF. Four of the top five homes were located in Conway. A 6-bed, 5-bath home on Coy Trail was the second most expensive home sold in May. The 5,744 SF home, located on 23.5 acres sold for \$769,000 and \$133.88 per square foot. It was on the market for 127 days.

A Carlie Lane home in Greenbrier was the fifth most expensive home sold in May, and the only of the top

five located outside Conway. The 2,624-SF home, located on 26 acres, sold for \$640,000 and \$243.90 per square foot. It was the most expensive home per square foot in the top five.

Faulkner County Housing Report: May 2025

The number of homes sold through May has increased in both Faulkner County and Conway in 2025 compared to the same period in 2024, while median home prices have decreased in both areas.

Year-to-date figures show 628 homes were sold in Faulkner County in 2025, an increase from 619 homes sold in 2024.

The total sales volume for the county is \$177.31 million in 2025, down from \$183.23 million in 2024. The median home price in Faulkner County is \$239,700 in 2025, compared to \$260,000 in 2024. The median price per square foot rose to \$151.28 from \$149.50.

In Conway, 282 homes were sold through May, up from 252 homes in 2024. Total sales volume for the city increased to \$80.59 million in 2025 from \$77.96 million in 2024. The median home price for Conway is \$238,600, a decrease from \$269,900 in 2024. The median price per square foot is \$151.88, an increase from \$148.83 the previous year.

\$880,000

Price of top home sold in May

62

Average days spent on the market among top five homes

\$741,800

Average price of the top five homes

| | ADDRESS | PRICE | PRICE PER SQ. FT. | APPROX. SQ. FT. | BEDS | FULL BATHS | DAYS ON MARKET |
|---|------------------------------|-----------|-------------------|-----------------|------|------------|----------------|
| 1 | 357 Pippinpost Drive, Conway | \$880,000 | \$146.59 | 6,003 | 6 | 5 | 20 |
| 2 | 13 Coy Trail, Conway | \$769,000 | \$133.88 | 5,744 | 6 | 5 | 127 |
| 3 | 755 Huntington Lane, Conway | \$763,000 | \$137.50 | 5,549 | 5 | 3 | 159 |
| 4 | 1680 Pearce Drive, Conway | \$657,000 | \$201.97 | 3,253 | 4 | 3 | 4 |
| 5 | 77 Carlie Lane, Greenbrier | \$640,000 | \$243.90 | 2,624 | 3 | 2 | 1 |



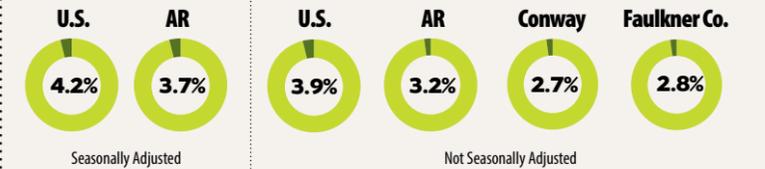
LABOR

April 2025

Civilian Labor Force



Unemployment Rate



TAX COLLECTIONS

Total Sales YTD - April 2025



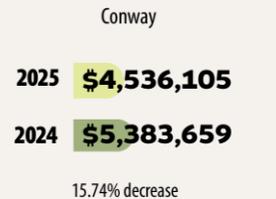
Faulkner County



Restaurant Sales* YTD - March 2025



Hotel Receipts YTD - March 2025



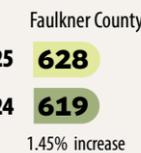
SINGLE FAMILY HOME SALES

May 2025, Year-to-Date

Home Permits



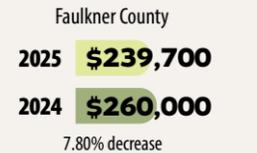
Homes Sold



Home Sales



Median Home Price



View more economic data at pulseofconway.com

Data is current at the time of printing. *Methodology Note: Conway figures are now for "Conway City Limits"

Mastering Sales: The Big Ideas That Drive Big Revenue

BY JEFF D. STANDRIDGE, ED.D
Managing Director, Conductor

“Timid salespeople have skinny kids.” That famous Zig Ziglar line may get a laugh, but the truth behind it is no joke. In today’s ultra-competitive business environment, mastering the art of selling is more than just a professional edge, it’s a survival strategy.

My colleague Glenn Crockett and I use the **S.A.L.E.** process to follow a strict selling sequence: **S**tart by building a trust-based relationship, **A**ccurately identify client needs, **L**ay out logical solutions, and only then, **E**nd by asking for the business.

Drawing on years of experience in selling, here are a few “Big Ideas” as they relate to mastering sales:

Stop Selling. Start Solving

The first big idea flips the traditional sales script on its head: Don’t sell products, solve problems. Customers don’t care about your brand, your pricing model, or your company history. They care about their problems. This demands a mindset shift — from sales rep to problem solver, to trusted advisor. Listen more than you speak, ask the right questions, and educate your clients, enabling them to make confident and informed decisions.

Intent Matters More Than Technique

People are surprisingly good at sniffing out insincerity, and in sales, “Credibility is King!” Your intent — the genuine desire to help others succeed — matters more than your polished presentation.

This speaks directly to the “Law of Authenticity” popularized in the book “The Go-Giver.” Show up as you are, with competence, confidence, and genuine concern for your clients and your credibility will soar.



Jeff Standridge

jeff@arconductor.org

The Person Asking the Questions Controls the Conversation

This is one of the most overlooked truths in sales. Great salespeople know how to direct the conversation with well-placed questions that are tailored to uncover client needs and pain points, understand budget, determine decision-making process, and timing. These aren’t just “qualifying” questions — they’re trust-building tools. When your client is talking more than 70% of the time, you’re doing something right.

Objections Are Buying Signals

Too many salespeople fear objections. But great salespeople understand them as buying signals. When a prospect pushes back, it means they’re still interested.

Objections should be welcomed, extracted, and addressed with empathy and confidence. The worst objection? The one you never hear. Don’t be afraid to say, “I sense some hesitation — can we talk about that?”

The Dream List 100

If you really want a game-changer for your sales results, create your Dream List 100 — a curated list of ideal prospects who match your Ideal Customer Profile. Block time every single week (religiously) to prospect to your list.

Consistent action over time leads to massive results. A few prospecting calls a day, consistently made over weeks and months, can result in a pipeline you couldn’t build with any other method. The top salespeople aren’t the ones with the most natural talent; they’re the ones who make more calls, write more notes, and follow up more often.

90% of the Sale Happens Before the Close

By the time you ask for the sale, most of the work — relationship-building, need discovery, solution development — should already be done.

Then, asking for the business is just the natural next step. As Wayne Gretzky said, “You miss 100% of the shots you don’t take.” When you’ve reached alignment with your client or prospect, take the shot!

After the Sale: Repeat Sales and Referrals

Perhaps the most ignored stage of the sales process is after the sale. Repeat sales require only one-tenth the effort of new ones. Referrals require only one fifteenth the effort of a cold call. Systematize your follow-ups and nurture your clients long after the deal closes.

Become the Sales Leader Your Business Needs

Sales isn’t just a job — it’s a responsibility and a calling. Whether you’re pitching a product, building a company, or leading a team, these big ideas can help you sell with integrity, consistency, and purpose. When done right, sales isn’t something you do to someone — it’s something you do for them. 🌱

Jeff D. Standridge, Ed.D. serves as Managing Director of the Conductor. He helps leaders and organizations create meaningful, measurable, and sustainable growth. Reach out to Jeff or plug into the Conductor for more value added topics at www.ARCOnductor.org.



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Tucker Whitford
Private Banker
(479) 747-0371
twhitford@arvest.com
NMLS# 1954097

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Qualifications required, see a dedicated Private Banker for more details.