
Tuesday, December 14

9:30 a.m.	Course Kick-off and Overview
	The Future of Selling
9:50 a.m.	Metrics for Managing Sales Outcomes Panel discussion with James Reeder and Advisa
10:35 a.m.	Identifying Characteristics of Good Sales People
	Wrap up and preview afternoon
12:00 p.m.	Break
2:00 p.m.	Managing Outcomes and Salesperson Effectiveness (cont.)
	Developmental Assets
	Coaching Skills
4:30 p.m.	Conclude Live Sessions for Day 1

Wednesday, December 15

9:30 a.m.	Debrief and Reflect on Day 1
	Common Challenges for Sales Managers – Mini-Case Scenario Activity
	Summarize Challenges and Ways to Address
11:55 a.m.	Wrap up and preview afternoon
12:00 p.m.	Break
2:00 p.m.	Intentional Planning with Sales People
	- How do you see yourself adapting to a changing agri-selling environment?
	Sales Management Strategies for the Future
3:40 p.m.	Wrap Up and Reflection
4:00 p.m.	Conclude Live Sessions for Day 2