

# SALES MANAGEMENT AND LEADERSHIP

May 26-27, 2021 | Online Program

\*all times are Eastern Daylight Time

Course delivery is a mix of short content videos, individual preparation, small group discussions and activities, and live discussions and debriefs with program faculty and guest speakers.

## Wednesday, May 26

9:00 a.m.	Welcome and Introductions
9:10 a.m.	Setting the Stage – Sales Management and Leadership Approach
12:00 p.m. - 2:00 p.m.	Break and Intersession Work
2:00 p.m.	Managing Outcomes <i>Characteristics of Good Salespeople</i> <i>Salesperson Effectiveness</i>
4:30 p.m.	Conclude Live Sessions for Day 1

Complete Intersession Work  
in Preparation for Day 2

## Thursday, May 27

9:00 a.m.	Developing People
10:00 a.m.	Coaching Skills
12:00 p.m. - 2:00 p.m.	Break and Intersession Work
2:00 p.m.	Leading Culture
3:15 p.m.	Wrap Up and Reflection
4:00 p.m.	Conclude Live Sessions for Day 2