

Day 1

- 8:00 a.m.** Welcome and Introductions
- Implications of Evolving Ag and
the Sales Process
- The Discovery Process
- Living Case Introduction
- 12:15 p.m.** Lunch
- 1:15 p.m.** Discovery Preparation
- Live Discussion with Producers
- Living Case Implications – What
Have we Learned?
- 5:00 p.m.** Wrap Up Day 1

Day 2

- 8:00 a.m.** Coffee House Chat - Debrief of
Day 1
- Targeting the Right Customer
— Prospect Priority Index
- 12:00 p.m.** Lunch
- 1:00 p.m.** Prioritizing Prospects
- Individual Strategy
Development
- Individual Strategy
Presentations
- 3:45 p.m.** Debrief and Concluding
Comments
- 4:00 p.m.** Wrap Up Day 2