

PRECISION SELLING

April 29 - 30, 2025 | San Luis Obispo, CA
Courtyard San Luis Obispo | Estero Bay Meeting Room

Tuesday, April 29

- 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 – Joel Ackernecht – President, DM Camp & Sons and Fernando Montealegre – VP of Agronomy, CSS Farms, LLC
- Living Case Implications – What Have we Learned?
- 5:00 p.m.** Wrap Up Day 1

Wednesday, April 30

- 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

**Agenda is subject to change. Start and end times of the program are firm. San Luis Obispo is on Pacific time.*