

Wednesday, July 9

- 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
- 5:30 p.m. - 7:00 p.m.** Networking Dinner Reception

Thursday, July 10

- 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. West Lafayette is on Eastern time.*