

SALES MANAGEMENT^{AND} LEADERSHIP

May 20-21, 2025
Purdue University, West Lafayette, IN
Krannert Building – Room 758

May 20		May 21	
8:00 a.m.	Program Kick-Off and Overview	7:00 a.m.	Meet at Hampton Hotel for Purdue Boathouse
8:30 a.m.	The Future of Selling – <i>Dr. Scott Downey</i>		Purdue Athletics Field Experience – Coaching and Culture Building in Action
9:30 a.m.	Metrics for Managing Sales Outcomes <i>Dr. Scott Downey</i>	7:30 a.m.	
10:30 a.m.	Identifying Characteristics of Good Salespeople <i>Dr. Dave Downey</i>	9:30 a.m.	Go back to hotel for refresh
12:00 p.m.	Lunch	10:15 a.m.	Meet at Krannert 758
1:00 p.m.	Developmental Assets <i>Dr. Scott Downey</i>	10:30 a.m.	Debrief and Reflect on Day 1 – <i>Drs. Dave and Scott Downey</i>
	Common Challenges for Sales Managers – Mini-Case Scenario Activity <i>Dr. Scott Downey</i>	11:00 a.m.	Enculturation and Changing the Sales Culture <i>Dr. Scott Downey</i>
	Summarize Challenges and Ways to Address – <i>Drs. Dave and Scott Downey</i>	12:00 p.m.	Working Lunch – Tim’s Target Ag
4:30 p.m.	Coaching Skills <i>Dr. Scott Downey</i>	1:00 p.m.	Intentional Planning with Salespeople <i>Dr. Dave Downey</i> <i>Sam Faggetti</i>
5:00 p.m.	Conclude Day 1	2:30 p.m.	Sales Management Strategies for the Future <i>Dr. Scott Downey</i>
5:30 p.m. – 7:00 p.m.	Networking Dinner Reception at Harry’s Chocolate Shop	3:00 p.m.	Conclude Day 2

**Agenda is subject to change. Start and end times of the program are firm. West Lafayette is on Eastern time.*