

# SALES MANAGEMENT AND LEADERSHIP

Purdue University, West Lafayette, IN

Day One		Day Two	
8:00 a.m.	Program Kick-Off and Overview	8:00 a.m.	Debrief and Reflect on Day 1 – <i>Drs. Dave and Scott Downey</i>
8:30 a.m.	The Future of Selling – <i>Dr. Scott Downey</i>	8:45 a.m.	Developmental Assets <i>Dr. Scott Downey</i>
9:30 a.m.	Metrics for Managing Sales Outcomes <i>Dr. Scott Downey</i>		Common Challenges for Sales Managers – Mini-Case Scenario Activity <i>Dr. Scott Downey</i>
10:30 a.m.	Identifying Characteristics of Good Salespeople <i>Dr. Dave Downey</i>		Summarize Challenges and Ways to Address – <i>Drs. Dave and Scott Downey</i>
12:00 p.m.	Lunch	12:00 p.m.	Lunch
1:00 p.m.	Enculturation and Changing the Sales Culture <i>Dr. Scott Downey</i>	1:00 p.m.	Intentional Planning with Salespeople <i>Dr. Dave Downey</i> <i>Sam Faggetti</i>
2:30 p.m.	Coaching Skills <i>Dr. Scott Downey</i>	2:30 p.m.	Sales Management Strategies for the Future <i>Dr. Scott Downey</i> - How do you see yourself adapting to a changing agri-selling environment?
3:00 p.m.	Purdue Athletics Field Experience – Coaching and Culture Building in Action		
6:30 p.m.	Conclude Day 1 and Depart for Networking Reception	3:00 p.m.	Conclude Day 2

\*Agenda subject to change with start and end times remaining firm on both days of the program.



Center for Food and  
Agricultural Business