

SALES MANAGEMENT^{AND} LEADERSHIP

May 22-23, 2024
Purdue University, West Lafayette, IN

May 22		May 23	
8:00 a.m.	Program Kick-Off and Overview	7:15 a.m.	Shuttle depart Hilton Garden Inn and transport to Purdue Boathouse
8:30 a.m.	The Future of Selling – <i>Dr. Scott Downey</i>	7:30 a.m.	Purdue Athletics Field Experience – Coaching and Culture Building in Action
9:30 a.m.	Metrics for Managing Sales Outcomes <i>Dr. Scott Downey</i>	9:30 a.m.	Transport back to hotel for refresh
10:30 a.m.	Identifying Characteristics of Good Salespeople <i>Dr. Dave Downey</i>	10:15 a.m.	Meet at Krannert 758
12:00 p.m.	Lunch	10:30 a.m.	Debrief and Reflect on Day 1 – <i>Drs. Dave and Scott Downey</i>
1:00 p.m.	Developmental Assets <i>Dr. Scott Downey</i>	11:00 a.m.	Enculturation and Changing the Sales Culture <i>Dr. Scott Downey</i>
	Common Challenges for Sales Managers – Mini-Case Scenario Activity <i>Dr. Scott Downey</i>	12:00 p.m.	Working Lunch – Tim’s Target Ag
	Summarize Challenges and Ways to Address – <i>Drs. Dave and Scott Downey</i>	1:00 p.m.	Intentional Planning with Salespeople <i>Dr. Dave Downey</i> <i>Sam Faggetti</i>
4:30 p.m.	Coaching Skills <i>Dr. Scott Downey</i>	2:30 p.m.	Sales Management Strategies for the Future <i>Dr. Scott Downey</i>
5:00 p.m.	Conclude Day 1	3:00 p.m.	Conclude Day 2
5:30 p.m.	Dinner at Nine Irish Brothers		