

SALES MANAGEMENT^{AND} LEADERSHIP

November 18-19, 2026
Purdue University, West Lafayette, IN
Krannert 758

November 18		November 19	
8:00 a.m.	Program Kick-Off and Overview	7:15 a.m.	Meet at Purdue Boathouse
8:30 a.m.	The Framework for Sales Management and 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>Simon Somogyi</i>	7:30 a.m.	
10:30 a.m.	Identifying Characteristics of Good Salespeople <i>Dr. Dave Downey</i>	10:00 a.m.	Go back to hotel for refresh
12:30 p.m.	Lunch	10:30 a.m.	Meet at Krannert 758
1:30 p.m.	Developmental Assets and Common Challenges for Sales Managers - <i>Dr. Dave Downey</i>	10:30 a.m.	Brunch and Debrief and Reflect on Day 1 – <i>Drs. Dave and Scott Downey</i>
4:30 p.m.	Coaching Skills <i>Dr. Scott Downey</i>	11:30 a.m.	Enculturation and Changing the Sales Culture <i>Dr. Scott Downey</i>
5:00 p.m.	Conclude Day 1	12:30 p.m.	Tim's Target Ag
5:30 p.m. – 7:00 p.m.	Networking Dinner Reception at Harry's Chocolate Shop	1:30 p.m.	Intentional Planning with Salespeople <i>Dr. Dave Downey</i> <i>Sam Faggetti</i>
		3:00 p.m.	Conclude Day 2