



THE UNIVERSITY OF TEXAS AT DALLAS
Naveen Jindal School of Management
Center for Professional Sales

Sales Leadership Summit

Date: November 6, 2020

8:00 am – 3:55 pm

8:00 am – 9:00 am

Dr. Leff Bonney | Sales Lessons from Sullivan, McGuffey and Escalante; Enabling Great Teaching as a Form of Great Selling

9:00 am – 10:15 am

Keynote Block I – Virtual Onboarding & Client Engagement
Dr. Howard Dover | Welcome
Derek Pando | The Zoom Boom: How to Take Virtual Engagement to the Next Level
Thiago Sa' Freire | Rising to the C-Suite Challenge: Equip Your Team to Win High Stakes Deals

10:15 am – 10:35 am

Break

10:35 am – 11:25 am

Keynote Block II - Business Continuity Planning
Paige Farragut | Fireside Chat with Dr. Dover
Lanessa Bannister | Sales Focused Continuity Planning in the Face of 3 100 year events

11:25 am – 12:00 pm

Collaborative Breakout Sessions/Break
Business Continuity Plan Breakout Session
Chorus Executive Briefing: Turning C-Suite Scrutiny to Your Advantage (invitation only) hosted by Jim Benton, CEO & Thiago Sa Freire, CRO

12:00 pm – 1:00 pm

Keynote Block III
Hank Barnes | B2B Buying Myths That Demand Changes in Sales Enablement Approaches
Alumni Panel | TBD



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1:00 pm – 1:20 pm	Break
1:20 pm – 2:20 pm	Keynote Block IV – Buyer Changes During COVID Alex Jones AT&T’s Distribution Strategy with the Advent of Omni-Channel Dr. Diane Hamilton Unleash Human Performance by Uncovering Factors that Inhibit Curiosity
2:20 pm – 2:40 pm	Break
2:40 pm – 3:55 pm	Keynote Block V – Mental-Well Being of Your Team Tiffani Bova & David Chatterton State of Sales Karolyn Hart Creating a Healthy Company Culture in a 24/7 Work-from-Home World
3:55 pm – 4:00 pm	Wrap Up