



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

Sales Management Summit

Date: May 2, 2018
7:15 am – 5:15 pm

7:15 am – 8:00 am	Registration and Breakfast	Inspiration Hall
8:00 am – 9:15 am	Keynote Block I Dr. Howard Dover Welcome Jason Jordan The Good, the Bad, and the Useless Dr. Leff Bonney Everything I Learned About Selling, I Learned from Peyton Manning	Ballroom A
9:15 am – 9:30 am	Break	
9:30 am - 10:30 am	Keynote Block II Angela Chapoy The Lennox Coaching Model Rob Jeppsen Keynote	Ballroom A
10:30 am – 10:45 am	Break	
10:45 am – 11:25 am	Workshop Session I and Executive Briefings Dr. Stacey Schetzle Key Elements of a Coaching Model Jason Jordan Executive Briefing (invitation only)	Ballroom C
11:25 am – 11:30 am	Reconvene for Lunch	Ballroom A/B
11:30 am – 1:10 pm	Lunch and Keynote Block III Lori Richardson Creating an Inclusive Sales Organization	Ballroom A/B



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	Elay Cohen Developing a Winning Sales Culture	
1:10 pm – 1:25 pm	Break	
1:25 pm – 2:30 pm	Keynote Block IV	Ballroom A
	Jill Konrath Managing Crazy-Busy Sales People	
	Greg Lewis Changing the Game: How to Recruit and Build Competitive Sales Teams	
2:30 pm – 2:45 pm	Break	
2:45 pm – 3:25 pm	Workshop Session II and Executive Briefings	Ballroom C
	Scott Weinhold Sales Messaging 4.0: The AI You Must Deploy Now to Hit Your Number	
	Rob Jeppsen Executive Briefing (invitation only)	
	Lori Richardson Executive Briefing (invitation only)	
3:25 pm – 3:50 pm	Break	
3:50 pm – 5:00 pm	Final Session	Ballroom A
	Jim Dickie A Business Case of Dynamic Sales Management (and How to Get There)	
	Sales Leadership Panel Key Success Factors	
5:00 pm – 5:15 pm	Wrap Up	