

# AGENDA



ALL TIMES LISTED BELOW ARE IN EASTERN DAYLIGHT TIME

## TUESDAY, SEPT. 24, 2024

- 11:00 a.m. – 12:15 p.m.      Session #1 – **Effective Meeting & Account Call Preparation**, presented by Mike Carroll
- 1:00 – 2:15 p.m.              Session #2 – **Connecting the Dots: Understanding the Engineering Design Cycle**, presented by Steve Cholas and Cody Miller
- 3:00 – 4:15 p.m.              Session #3 – **Artificial Intelligence: Real World Applications for Frontline Sales & Marketing**, presented by Daniel Litts and Jordan Ledwein

## WEDNESDAY, SEPT. 25, 2024

- 11:00 a.m. – 12:15 p.m.      Session #4 – **Customer Experience Excellence: Building Long-Term Customer Loyalty**, presented by Chris Lins
- 1:00 – 2:15 p.m.              Session #5 – **Mastering the Mind Game: The Crucial Role of Sales Psychology**, presented by Nancy Garcia
- 3:00 – 4:15 p.m.              Session #6 – **Knowing Your Customer: Why It's Important & How to Do It**, presented by Michael Calabria

## THURSDAY, SEPT. 26, 2024

- 11:00 a.m. – 12:15 p.m.      Session #7 – **Pipeline Mastery: Process, Progress, Pruning and Prospecting**, presented by Daniel Litts
- 1:00 – 2:15 p.m.              Session #8 – **Asking the Most Powerful Sales Questions: How to Get to the Heart of Each Customer Opportunity**, presented by Charlene DeCesare
- 3:00 – 4:15 p.m.              Session #9 – **Amping Up Your Motivational Mindset: How to Build Your Productivity**, presented by Charlene DeCesare

ACCESS THE LIVE SESSIONS THROUGH YOUR DEDICATED ACCESS LINK THAT'S BEEN EMAILED TO YOU.

ALL SESSIONS WILL BE PRESENTED LIVE WITHIN THE VIRTUAL PLATFORM. ONCE LOGGED INTO THE PLATFORM, ACCESS LIVE SESSIONS BY CLICKING INTO THE AGENDA, THEN THE SESSION, OR BY CLICKING THE LIVESTREAM BUTTON AT ANY TIME.