

**IMPLEMENTING THE BEST PRACTICES OF WORLD-CLASS SALES FORCES****SALES MANAGEMENT WORKSHOP AGENDA**

**Tuesday, November 17<sup>th</sup>, 2009**  
American Management Association  
Chicago, IL

- 7:30      *Continental Breakfast and Networking*
- 8:00      **Welcome and Introductions**
- 8:15      **Underlying Research:** *HR Chally World Class Sales Excellence Report*
- 8:45      **Benchmark 1: Customer-Driven Culture**
  - › Identified Best Practices and Case Studies
  - › Facilitated Group Discussion
  - › Action Planning
- 9:30      **Benchmark 2: Recruiting and Selection**
  - › Identified Best Practices and Case Studies
  - › Discussion of Analytic Tools
  - › Facilitated Group Discussion
  - › Action Planning
- 10:15     *Break*
- 10:30     **Benchmark 3: Training and Development**
  - › Identified Best Practices and Case Studies
  - › Discussion of Common Programs
  - › Facilitated Group Discussion
  - › Action Planning
- 11:30     **Benchmark 4: Market Segmentation**
  - › Identified Best Practices and Case Studies
  - › Facilitated Group Discussion
  - › Action Planning

- 12:15 *Lunch / Networking*
- 1:15 **Benchmark 5: Sales Processes**
- › Identified Best Practices and Case Studies
  - › Additional Research: *Go To Market Partners World Class Metrics Report*
  - › Facilitated Group Discussion
  - › Action Planning
- 2:15 **Benchmark 6: Information Technology**
- › Identified Best Practices and Case Studies
  - › Discussion of Popular Tools
  - › Facilitated Group Discussion
  - › Action Planning
- 3:15 *Break*
- 3:45 **Benchmark 7: Leveraging Other Organizational Functions**
- › Identified Best Practices and Case Studies
  - › Additional Research
  - › Facilitated Group Discussion
  - › Action Planning
- 4:30 **Review and Planning**
- › Additional Commentary
  - › Sharing of Action Plans
- 5:00 **Close**
- 5:15 *Cocktail Reception for 2-day Attendees*