

# Sales Force Effectiveness

## Adapting for Success in a New Environment

**ACADEMIC DIRECTOR:** Marshall Solem

### TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday			
Early Morning	8:00am – 9:30am CT <b>The New World of Sales</b> Solem	8:30am – 10:00am CT <b>Talent Management</b> Lennon			
Late Morning	9:45am – 10:45am CT/ 11:00am – 12:00pm CT <b>New Models of Customer Engagement</b> Yeung (Mitra)	10:30am – 12:00pm CT <b>Motivation and Incentives</b> Albrecht			
WEEK 2	DAY 3: Monday	DAY 4: Tuesday			
Early Morning	8:30am – 10:00am CT <b>Leveraging Analytics and AI to Optimize Omni-Channel Strategies</b> Shastri	8:30am – 10:00am CT <b>Managing Culture and Change in a VUCA World</b> Bernewtiz			
Late Morning	10:30am – 12:00pm CT <b>Enablement and Execution — Bringing the New Strategy to Life</b> Mitra	10:30am – 12:00pm CT <b>Panel Discussion and Wrap Up</b> Faculty			

Learn more and apply:

[kell.gg/kxsfe](http://kell.gg/kxsfe)

Consult with an Advisor:

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