

# PROFESSIONAL SALES DEVELOPMENT ACADEMY



## About this Program

The WABA Professional Sales Development Academy is a two-day academy designed to walk you through the selling process and managing an agribusiness territory. It will include lecture, breakout sessions, small group role play, and completing your own sales plan.



## Attendees

This event is designed for new sales people, experienced sales people, sales managers and even employees not in sales.



## Investment

WABA Members: \$1,400  
Non-Members: \$1,650

Includes two lunches & one dinner

## Save the Date

**FEB  
7-8**

### M3 Insurance

828 John Nolan Dr, Madison, WI 53713

Learn more by scanning  
the QR code or visit  
[wiagribusiness.org/events/](http://wiagribusiness.org/events/)

