**2025 Professional Sales Development Agenda**

February 12-13, 2025

M3 Insurance (Madison, WI)

*February 12*

8:00-10:00 Intro - Opening - Key Selling Concepts

10:00-12:00 Understand Phase

12:00-12:30 Lunch

12:30-2:30 Advanced Selling Tactics

2:30-3:30 Segmentation

3:30-5:00 Territory Management (Organization and Time Management tools & skills Prospecting, CRM, Change Management)

*February 13*

8:00-9:30 Positioning

9:30-12:00 Closing & Objection Handling

12:00-12:30 Lunch

12:30-1:30 Following Up

1:30-3:30 Breakout Sessions (Key take aways, using all the company resources)

3:30-4:30 Wrap up & Intro to the Trusted Advisor Approach