



SALES TRAINING DRIVERS



Special Programming for Sales Learning Professionals

Content and networking for sales learning professionals!

Register for the ASTD International Conference & Exposition and benefit from outstanding keynote speakers, special programming for sales professionals, and networking opportunities like no other.

SPECIAL Events!	Date	Time	Location
World-Class Selling Author Chat	Monday, May 17	7:00 - 8:00 a.m.	At the ASTD Book Store
World Class Selling Networking Reception <i>Sponsored by Richardson</i>	Monday, May 17	4:00 - 5:30 p.m.	Outside Ballroom E
ASTD Briefing: ASTD's Role in Sales Training	Tuesday, May 18th	12:00 - 1:00 p.m.	Room W 471 AB
Session Title	Date	Time	Speaker(s)
Evaluating Peer Coaching as an Effective Way to Develop Internal Talent (SU118)	Sunday, May 16	12:00- 1:15 p.m.	Ron Stone, Patty Yang, Shirley Yang
L1-3 Impact Measurement of the Global Learning Portfolio at Vestas Wind Systems (SU210)	Sunday, May 16	1:45- 3:00 p.m.	Lars Julin, Jette Nissen
A Performance-Based Approach to Sales-Manager Precertification (SU216)	Sunday, May 16	1:45- 3:00 p.m.	Douglas Dillon
Best Practices in Selecting Third-Party, Sales-Training Partners and Content (M108)	Monday, May 17	12:30- 1:45 p.m.	Dave Stein
The Future of Sales Training (M208)	Monday, May 17	2:15- 3:30 p.m.	Brian Lambert, Ph. D., Tim Ohai, Dave Stein, Howard Stevens, Matthew Howard
Finally, How to Identify and Measure Level 4 Sales Training (TU108)	Tuesday, May 18	10:00-11:15 a.m.	Jason Jordan
Rethinking Your Sales-Training Strategy (TU208)	Tuesday, May 18	1:45- 3:00 p.m.	Brian Lambert, Ph. D., Tim Ohai
An Effective Way to Integrate and Develop Talent (TU217)	Tuesday, May 18	1:45- 3:00 p.m.	Angel Cervantes, Juan Pablo Ventosa
Beyond the Fifth Level: The Forgotten Dimension (TU315)	Tuesday, May 18	4:00 - 5:30 p.m.	Luiz Costacurta Junqueira, Joao Soares
Client Team Advantage: IBM's Diagnostic Approach to Improving Sales Teams (W108)	Wednesday, May 19	8:00 - 9:15 a.m.	Paula Cushing
Your Sales Training Program: What's Missing? (W208)	Wednesday, May 19	10:30 - 11:45 a.m.	Dan Seidman

REGISTER NOW AT WWW.ASTDCONFERENCE.ORG

Contact George Koehn at george@workplacepn.com or 954.628.6100 with questions or comments.

