









Monday June 22, 2020: Account Management



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
1	11:00 AM	Eric Richardson CEO, GDA		Selling follow-on and upgrades to existing customers	Michael Hinton		Siemens



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
2	1:00 PM	Reed Farley GDA		Selling value to create urgency and beat discounts	Chuck Bernstein		Tellabs



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
3	2:30 PM	Eric Richardson CEO, GDA		Creating pilots that result in big deals	Johnnie Alex		IBM



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
4	4:00 PM	Ed Harper GDA		Demand Generation: build a massive customer rush	Joe Duklewski		Digital Computer

Tuesday June 23, 2020: Effective Selling Part 1



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
5	11:00 AM	Bob Bruchey GDA		Customer relationships & trust: sales foundation	Kevin Gilroy		Hewlett Packard



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
6	1:00 PM	Eric Richardson CEO, GDA		Getting attention, call-backs, and engagement	Lyle Sweeter		Honda



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
7	2:30 PM	Reed Farley GDA		Questioning wins deals and eliminates competition	Kimberly Ishoy		Microsoft



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
8	4:00 PM	Ed Harper GDA		Presenting solutions, not pitches, wins business	David Joseph		Naples Luxury Real Estate

Wednesday June 24, 2020: Effective Selling Part II



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
9	11:00 AM	Dale Favors GDA		Close on every step of your sales process	Daylor Neal,		Chrysler



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
10	1:00 PM	Bob Scales GDA		Why agreements don't always stick, and how to fix it	Peyton Herbert		Mercantile Mortgage



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
11	2:30 PM	Ed Harper GDA		Making objections work to your advantage: Part I	Rick Marcet		TransUnion



Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
12	4:00 PM	Eric Richardson CEO, GDA		Making objections work to your advantage: Part II	John McCracken		American Express

Thursday June 25, 2020: Managing Employee Performance

Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
13	11:00 AM	Robert Toatley GDA		Manager-employee performance planning	Gloria Parker		U.S. Department of Education

Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
14	1:00 PM	Eric Richardson CEO, GDA		Coaching employees to success	Jim Mallory		IDLife

Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
15	2:30 PM	Bob Scales GDA		Recognition, reward, and motivation	Bill Szustak		Val-Kro Manufacturing

Session	Time (EST)	Speaker		Topic	Panelist		How we used it at
16	4:00 PM	Dale Favors GDA		Strategic planning for the long term	Jim Waller		Blue Cross Blue Shield