



THE UNIVERSITY OF TEXAS AT DALLAS
Naveen Jindal School of Management
Center for Professional Sales

Sales Leadership Summit

Date: May 19, 2021

9:30 am – 3:00 pm

9:30 am – 10:15 am	Keynote Block I Dr. Howard Dover Welcome Hang Black Embrace Your Edge: Selling Innovation Through Inclusion
10:15 am – 10:35 am	Break
10:35 am – 11:45 am	Keynote Block II Ryan Bott SaaS Model Transformation for a Traditional Company <u>Becc Holland TBD</u>
11:45 am – 12:15 pm	Collaborative Breakout Sessions Brian Hanks BDR tips and tricks: Tactical prospecting secrets your team can implement tomorrow Break
12:15 pm – 12:50 pm	Keynote Block III Sean Penix Selling Through Uncertainty
12:50 pm – 1:10 pm	Break
1:10 pm – 2:50 pm	Keynote Block IV Morgan Ingram Being a Pro-Active Coach Steve Richard Recorded Call Review: Breaking Down the Game Tape Mario M. Martinez Jr. 3 Steps to Digital Sales Leadership



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2:50 pm – 3:00 pm

Wrap Up