

Wednesday, February 22

Time	Session information
12:00 – 5:30 p.m.	SiriusDecisions Sales Leadership Exchange Golf Tournament & Grab and Go Lunch
5:30 – 7:00 p.m.	Event Registration and Badge Pick Up
5:30 – 7:30 p.m.	Opening Reception

Thursday, February 23



Time	Session information						
8:00 – 9:00 a.m.	Networking Breakfast in the Marketplace						
9:00 – 10:30 a.m.	<table border="1"> <tr> <td> 2017 Sales Leadership Exchange: Thursday Keynotes</td> <td>9:00 – 9:10 a.m. Day One Welcome</td> <td>9:10 – 9:50 a.m. Installing a Sales Operating Model that Works</td> <td>9:50 – 10:30 a.m. Creating a Sales Enablement Organization Purpose-Built to Drive Sales Growth, <i>Dan Troup, Nuance Communications</i></td> </tr> </table>	 2017 Sales Leadership Exchange: Thursday Keynotes	9:00 – 9:10 a.m. Day One Welcome	9:10 – 9:50 a.m. Installing a Sales Operating Model that Works	9:50 – 10:30 a.m. Creating a Sales Enablement Organization Purpose-Built to Drive Sales Growth, <i>Dan Troup, Nuance Communications</i>		
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10:30 – 11:00 a.m.	Networking Break in the Marketplace						
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11:40 a.m. – 12:10 p.m.	<table border="1"> <tr> <td> Practitioner Case Studies</td> <td>Case Study: Seismic</td> <td>Case Study: Allego</td> <td>Case Study: HireVue</td> </tr> </table>	 Practitioner Case Studies	Case Study: Seismic	Case Study: Allego	Case Study: HireVue		
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12:10 – 1:10 p.m.	Networking Lunch in the Marketplace						
1:10 – 3:30 p.m.	 Track Sessions						
1:10 – 1:50 p.m.	<table border="1"> <tr> <td> Direct Sales</td> <td> Indirect Sales</td> <td> SiriusLabs</td> </tr> <tr> <td>Customer Engagement: Sales' Role After the Close</td> <td>Gaining Control of Channel Discounting</td> <td>The SiriusDecisions Onboarding Execution Framework</td> </tr> </table>	 Direct Sales	 Indirect Sales	 SiriusLabs	Customer Engagement: Sales' Role After the Close	Gaining Control of Channel Discounting	The SiriusDecisions Onboarding Execution Framework
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3:30 – 4:10 p.m.	Networking Break in the Marketplace						
4:10 – 5:30 p.m.	<table border="1"> <tr> <td> Keynote Sessions</td> <td>4:10 – 4:50 p.m. Sales Enablement: An Execution Spectrum</td> <td>4:50 – 5:30 p.m. Transformation of a Sales Force in the Age of the Internet of Things, <i>Gus S. Vasilakis, Ciena</i></td> <td>5:30 p.m. Day One Closing Remarks</td> </tr> </table>	 Keynote Sessions	4:10 – 4:50 p.m. Sales Enablement: An Execution Spectrum	4:50 – 5:30 p.m. Transformation of a Sales Force in the Age of the Internet of Things, <i>Gus S. Vasilakis, Ciena</i>	5:30 p.m. Day One Closing Remarks		
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Thursday, February 23 continued

5:30 – 6:30 p.m.	Networking Cocktail Reception in the Marketplace
6:30 – 8:30 p.m.	Dinner Reception — <i>Copper Canyon at the Fairmont Princess</i>

Friday, February 24

Time	Session information			
7:30 – 8:30 a.m.	Networking Breakfast in the Marketplace			
8:30 – 10:00 a.m.	 Keynote Sessions	8:30 – 8:35 a.m. Day Two Welcome,	8:35 – 9:15 a.m. The Enhanced Partner Recruitment Waterfall	9:15 – 10:00 a.m. A Chief Sales Officer’s Guide to Achieving Balance to Drive Growth, <i>Angela Hills, Cielo Talent</i>
10:00 – 10:30 a.m.	Networking Break in the Marketplace			
10:30 a.m. – 12:10 p.m.	 Keynote Sessions	10:30 – 11:15 a.m. Pipeline Acceleration: New Ways to Reduce Sales Cycle Time	11:15 a.m. – 12:00 p.m. Leaders Fireside Chat: Balancing Art and Science	12:10 p.m. Event Adjournment / 2018 Event Announcement
12:10 p.m.	Grab and Go Lunch			
12:15 p.m.	Event Concludes			

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