

AR And Sales – American Virtual Workshop

Part 1 (Day 1) Tuesday June 22, 2021. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time*
Workshop Technology Setup	8:30 am – 9:00 am	9:30 am – 10:00 am	10:30 am – 11:00 am	11:30 am – 12:00 noon	12:30 pm – 1:00 pm
Welcome And Introductions	9:00 am – 9:15 am	10:00 am – 10:15 am	11:00 am – 11:15 am	12:00 noon – 12:15 pm	1:00 pm – 1:15 pm
The Role Of Sales In An AR Program - Why sales support is AR's toughest challenge - When should AR focus on sales?	9:15 am – 9:40 am	10:15 am – 10:40 am	11:15 am – 11:40 am	12:15 pm – 12:40 pm	1:15 pm – 1:40 pm
Forrester's Scorecard For AR And Sales 9 sales success factors - Using Forrester's AR-and-sales scorecard	9:40 am – 9:55 am	10:40 am – 10:55 am	11:40 am – 11:55 am	12:40 pm – 12:55 pm	1:40 pm – 1:55 pm
Long Break	9:55 am – 10:25 am	10:55 am – 11:25 am	11:55 am – 12:25 pm	12:55 pm – 1:25 pm	1:55 pm – 2:25 pm
Understanding Sales Challenges - Understanding your company's sales processes - Understanding top sales process challenges	10:25 am – 10:45 am	11:25 am – 11:45 am	12:25 pm – 12:45 pm	1:25 pm – 1:45 pm	2:25 pm – 2:45 pm
Sales-Worthy Analysts And Publications - Detecting influential analysts - Readying sales-worthy analysts - Detecting influential publications - Readying sales-worthy publications	10:45 am – 11:30 am	11:45 am – 12:30 pm	12:45 pm – 1:30 pm	1:45 pm – 2:30 pm	2:45 pm – 3:30 pm
Short Break	11:30 am – 11:45 am	12:30 pm – 12:45 pm	1:30 pm – 1:45 pm	2:30 pm – 2:45 pm	3:30 pm – 3:45 pm
Sales-Worthy Analysts And Publications (Continued)	11:45 am – 12:35 pm	12:45 pm – 1:35 pm	1:45 pm – 2:35 pm	2:45 pm – 3:35 pm	3:45 pm – 4:35 pm
Prepare AR And Its Sales Support Resources - Funding and staffing an AR-and-sales program - Preparing AR-and-sales support services - Preparing the sales force for support	12:35 pm – 12:55 pm	1:35 pm – 1:55 pm	2:35 pm – 2:55 pm	3:35 pm – 3:55 pm	4:35 pm – 4:55 pm
Day 1 Wrap-Up	12:55 pm – 1:00 pm	1:55 pm – 2:00 pm	2:55 pm – 3:00 pm	3:55 pm – 4:00 pm	4:55 pm – 5:00 pm

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Part 2 (Day 2) Wednesday June 23, 2021. Time Zone Agenda

Agenda Session	Pacific Time	Mountain Time	Central Time	Eastern Time	Brasília Time*
Welcome And Introductions	8:30 am – 8:45 am	9:30 am – 9:45 am	10:30 am – 10:45 am	11:30 am – 11:45 am	12:30 pm – 12:45 pm
Prepare AR And Its Sales Support Resources (Continued)	8:45 am – 9:25 am	9:45 am – 10:25 am	10:45 am – 11:25 am	11:45 am – 12:25 pm	12:45 pm – 1:25 pm
Deliver Direct Sales Support • Detecting analyst influence over current sales cycles • Delivering the most valued sales support	9:25 am – 9:55 am	10:25 am – 10:55 am	11:25 am – 11:55 am	12:25 pm – 12:55 pm	1:25 pm – 1:55 pm
Long Break	9:55 am – 10:25 am	10:55 am – 11:25 am	11:55 am – 12:25 pm	12:55 pm – 1:25 pm	1:55 pm – 2:25 pm
Implement Automation And Metrics • Productive AR-and-sales automation • Measuring an AR-and-sales program	10:25 am – 11:00 am	11:25 am – 12:00 noon	12:25 pm – 1:00 pm	1:25 pm – 2:00 pm	2:25 pm – 3:00 pm
Win The Accolades You Deserve • Expectation management, results, and rewards	11:00 am – 11:30 am	12:00 noon – 12:30 pm	1:00 pm – 1:30 pm	2:00 pm – 2:30 pm	3:00 pm – 3:30 pm
Short Break	11:30 am – 11:45 am	12:30 pm – 12:45 pm	1:30 pm – 1:45 pm	2:30 pm – 2:45 pm	3:30 pm – 3:45 pm
Day 2 Wrap-Up • The view from the sales team • Don't commit beyond your control • Your AR-and-sales scores, weaknesses and readiness	11:45 am – 1:00 pm	12:45 pm – 2:00 pm	1:45 pm – 3:00 pm	2:45 pm – 4:00 pm	3:45 pm – 5:00 pm