

2018 ISR Dealer Idea Exchange

Machine, Power Systems and Product Support

Optional Pre- and Post-Exchange Workshop Sessions

October 29 - 31, 2018 AGENDA

Location and Hotel: Malaga Caterpillar Facility

Monday, October 29th - 8 am – 5 pm - **2018 Dealer Exchange** featuring dealer managers sharing best practices for Machine sales, Power Systems Product Support sales and Machine Product Support sales

Tuesday, October 30th – 8 am – Noon – **2018 Dealer Exchange** continues

Tuesday, October 30th– 1 pm – 5 pm Manager Training – Performance Breakthrough Workshop (Optional)

Wednesday, October 31st – 8 am – 4 pm - ISR Manager Training - Performance Breakthrough Workshop (Optional)

Monday, October 29th – Dealer Exchange

06:30 – 08:00	Breakfast on your own	
08:00 – 08:30	Welcome! Goals and Objectives	Erech Virden, CSS
08:30 – 09:00	Where the Market is Going (We Think)!	Erech Virden, CSS
09:00 – 10:00	Dealer Presentation	
10:00 – 10:15	BREAK	
10:15 – 11:15	Dealer Presentation	
11:15 – 12:00	Business Development Representative (BDR)	John Dieseth, BPG
12:00 – 01:00	LUNCH	
01:00 – 02:00	Dealer Presentation	
02:00 – 03:00	Dealer Presentation	
03:00 – 03:15	BREAK	
03:15 – 04:00	The Future of the Parts Counter & ISR Impact	Erech Virden & John Dieseth
04:00 – 05:00	Marketing Sales Excellence Program	Erech Virden, CSS



Tuesday, October 30th – Dealer Exchange

06:30 – 08:00 Breakfast on your own

08:00 – 08:30 Welcome! Goals and Objectives Day 2

Erech Virden, CSS

08:30 – 09:00 Compensation

John Dieseth & Erech Virden

09:00 – 10:30 BREAKOUTS – Issues unique to these sales channels:

Track 1

Facilitated by John Dieseth

Machine Sales

Track 2

Facilitated by Erech Virden

Product Support Sales

Track 3

Facilitated by Jane Storm

Power Systems Sales

10:30– 10:45 BREAK

10:45 – 12:00 Dealer Roundtable and Discussion

Erech Virden, CSS

Topics: Career path, metrics and measurement, selection, coaching, ISR portfolio – and other topics from dealers

12:00 – 01:00 LUNCH