

# 2018 ISR Dealer Idea Exchange

## Machine, Power Systems and Product Support

### *Optional Pre- and Post-Exchange Workshop Sessions*

**September 11 - 13, 2018    AGENDA**

**Location and Hotel:** Melbourne, Caterpillar Facility

**Tuesday, September 11th** – 8 am – 5 pm - ISR Manager Training - Performance Breakthrough Workshop (Optional)

**Wednesday, September 12<sup>th</sup>** - 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

**Thursday, September 13th** – 8 am – Noon – **2018 Dealer Exchange** continues

**Thursday, September 13th** – 1 – 5 pm – Selling Self-Service Options (Optional)

### **Wednesday, September 12th – 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



## Thursday, September 13th – 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 – 10:00 BREAKOUTS – Issues unique to these sales channels:

### Track 1

### Track 2

### Track 3

Facilitated by John Dieseth

Facilitated by Erech Virden

Facilitated by Tracey Lynch

Machine Sales

Product Support Sales

Power Systems Sales

10:00– 10:15 BREAK

10:15 – 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