



## Certificate in Distribution Professional Management: Session 3 Agenda: Distributor Capability Development

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| <b>Day 1</b><br><b>8:30-12:00</b> | <ul style="list-style-type: none"> <li>• BUSINESS CAPABILITY</li> <li>• Sustaining Growth Framework</li> </ul>                                                                                                      |
| <b>Day 1</b><br><b>1:00-5:00</b>  | <ul style="list-style-type: none"> <li>• Assumptions about Opportunity and Capability</li> <li>• Root Causes of Missed Opportunities for Growth</li> <li>• Best Practices for Sustaining Growth Momentum</li> </ul> |
| <b>Day 2</b><br><b>8:00-12:00</b> | <ul style="list-style-type: none"> <li>• SUPPLIER CAPABILITY</li> <li>• Channel Compensation Framework</li> </ul>                                                                                                   |
| <b>Day 2</b><br><b>1:00-5:00</b>  | <ul style="list-style-type: none"> <li>• Channel Goals and Drivers</li> <li>• Channel Capability</li> <li>• Value Proposition and Cost Drivers</li> </ul>                                                           |
| <b>Day 3</b><br><b>8:00-12:00</b> | <ul style="list-style-type: none"> <li>• SALES CAPABILITY</li> <li>• Sales and Marketing Framework</li> </ul>                                                                                                       |
| <b>Day 3</b><br><b>1:00-5:00</b>  | <ul style="list-style-type: none"> <li>• Sales Force Design</li> <li>• Sales Force Development</li> <li>• Sales Force Management</li> </ul>                                                                         |
| <b>Day 4</b><br><b>8:00-12:00</b> | <ul style="list-style-type: none"> <li>• Strategic Planning and Talent Practices</li> <li>• Talent Planning and Acquisition</li> </ul>                                                                              |
| <b>Day 4</b><br><b>1:00-5:00</b>  | <ul style="list-style-type: none"> <li>• Talent Management, Development and Retention</li> <li>• Talent Tools (39 unique tools)</li> </ul>                                                                          |
| <b>Day 5</b><br><b>8:00-12:00</b> | <ul style="list-style-type: none"> <li>• Digital Distributor Capability Drivers and Enablers</li> <li>• Conclusion: Questions and Discussion</li> </ul>                                                             |