



**Certificate in Distribution Professional Management:
Session 1 Agenda: Distributor Capability Development**

Additional Info: readcenterinfo@tamu.edu / <https://readcenter.tamu.edu>

Register: naw.org/events/naw-certificate-in-distribution-professional-management/

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