

## Monday, Oct 21

9:00-9:15	Welcome and agenda	<b>Thomas</b>
9:15-9:45	Company priorities, behaviours and expectations	<b>Kevin</b>
9:45-10:30	Intro to Sales organization: Regional, GA, Gov, Channel, Sales Eng, Sales Ops	<b>Thomas and Sales Leadership</b>
10:30-11:00	Break	
11:00-11:45	Intro to Strategy team (team & roles): PLM, VM, Mktg, BD	<b>Thomas &amp; Strategy Leadership</b>
11:45-12:15	Intro to Operations	<b>Dean B</b>
12:15-1:30	Lunch and free time	
1:30-2:15	Product portfolio overview / strategy	<b>Bart VP</b>
2:15-4:15	9 month committed roadmaps: iDirect / Newtec	<b>PLM</b>
4:15-4:45	Break	
4:45-5:15	Intro to CTO and SVP Engineering	<b>Frederik, Shuen</b>
5:15-6:00	Wrap up and Q&A	<b>All</b>
7:00-	Team dinner	

## Tuesday, Oct 22

9:00-9:30	Welcome, Our Value Proposition	Thomas
9:30-9:45	Intro to 4 product positioning breakouts for Maritime, Gof/Def, CBH, Enterprise (75 mins): <ul style="list-style-type: none"> <li>Value prop</li> <li>Competitive</li> <li>Positioning</li> <li>Roadmap</li> <li>Key decision criteria</li> <li>Customer scenarios - success stories</li> <li>Q&amp;A</li> </ul>	Jo De Lor
9:45-10:15	Aero market positioning (general session)	Steve M
10:15-10:30	Break (teams split into groups and rotate through vertical sessions)	
10:30-11:45	Breakout 1	VM /PLM/PM
11:45-1:00	Breakout 2	VM /PLM/PM

1:00-2:00	Lunch and free time	
2:00-2:30	Broadcast market positioning (general session)	VM
2:45-4:00	Breakout 3	VM /PLM/PM
4:00-4:15	Break	
4:15-5:30	Breakout 4	VM /PLM/PM
5:30-6:00	Happy Hour: wrap Up and Q&A	All
7:30	Team Dinner	

## Wednesday, Oct 23 – Sales Planning and Sales Engineering Sessions

**\*\*\* Sales Engineers begin 3 day training sessions (agenda to be led by Eric and Jos)**

### Sales Planning

9:00-9:30 Introduction to 2020 revenue targets and expectations Thomas

9:30-5:00 Each group breaks into team sessions

Regional Sales	GSP/ GAM (Tim W)	Int. Gov (Steve M)	Sales Ops (Greg S)
Americas (Darren L)			
EMEA (Steve T)			
Asia (John A)			

RVPs and VP's - Lead team through workshops to achieve the following

1. Team Structure, what does today look like?
  - a. Pipeline review
  - b. Identify key opportunities
  - c. Advancing and closing techniques for key opportunities
2. Account Planning
  - a. Account Allocation
  - b. Account Continuity
  - c. Stakeholder mapping
  - d. Stakeholder continuity
  - e. Messaging to the accounts
3. Sales Planning
  - a. Events, shows and conferences
  - b. Lead generation
  - c. Advancing Leads into opportunities to fill the funnel
4. Target and Objective Setting

6:30 Team dinner

## Thursday, Oct 24

9:00-4:30pm Sales engineering track continues

9:00-9:15am Introduction to Day 4 “Round Robin” Thomas

Each functional team to join the regional sales teams to create an engagement action plan and to understand the immediate and ongoing needs specific to each region. Lunches brought into regional breakouts for “working” lunches

9:15-4:30pm Round Robin Sessions

Region	9:10am	10:30am - 12pm	12:30- 1:30pm	2-3pm	3.30-4.30pm
EMEA	Global Gov	Verticals/PLM	Sales Ops	GSP/GA	Marketing
Americas	Sales Ops	GSP/GA	Global Gov	Marketing	Verticals & PLM
AsiaPac	Verticals/PLM	Marketing	GSP/GA	Sales Ops	Global Gov

5-5:30pm Closing remarks & Q&A

Thomas/Kevin

## Friday, Oct 25

9-1pm Sales engineering track continues

10- 1pm Sales leadership readouts with Thomas and Kevin

30 minutes presentation on outcome of the regional workshops and commitment to the business and their colleagues to deliver against plan

**Free time & departures for everyone else**