

# BDA Bond Dealers of America

**Sales Manager Roundtable Agenda**  
**Thursday, April 19<sup>th</sup>**  
**2:00-5:30pm**  
**Dougherty & Company LLC**  
**Minneapolis, MN**

## **Key Topics in Sales Management**

*Discussion Leader: Alan Polsky, Dougherty & Company (invited)*

Managers are facing many challenges in a rapidly changing sales environment from new regulations and rising costs. What are firms doing to keep up in this changing environment?

- Mark-Up Disclosure
- FINRA Rule 4210
- Rising Vendor Costs

## **Developing and Retaining a Talented Sales Force:**

*Discussion Leader: Steve Pulley, Crews (invited)*

Senior members of sales teams are closing in on retirement age. What are firms doing to ensure talent is well trained and ready to step into a more senior role? What is working and what is not working?

- Replacing an advanced sales team
- Training for junior employees transitioning to senior roles
- Incentivizing retiring or retired sales people to train junior employees for new roles

## **Break**

## **Technology and Sales:**

*Discussion Leader: Heidi Leonard, Lumesis (invited)*

Much like generational transitions in sales teams, clients are getting younger and demanding different products, technologies and communication methods. What are firms doing to keep up with the rapidly changing sales environment?

- Evolution of sales with changing customer needs
- Rising Costs in technology

## **BDA Legislative and Regulatory Update**

*Discussion Leaders: Brett Bolton and Justin Underwood, BDA*

- Legislative Update: What's happening on Capitol Hill
- Discussion of 2018 BDA Legislative and Regulatory Member Survey Results
- Fiduciary Rule Update