

High Tech Sales and Sales Force Management

Seminar on Global Sales in High Tech Environments

A high quality seminar for CEOs and their top sales executives from young, fast-growing companies featuring case studies and lectures, interactive discussions, student presentations, “hands-on” exercises, and the opportunity to practice “elevator sales pitches” to potential customers

Led by:

KENNETH P. MORSE

Managing Director, MIT Entrepreneurship Center
Cambridge, Massachusetts, USA

With a Success Story by:

JOAQUIN MOYA-ANGELER

Chairman of Redsa, Hildebrando Presenzia,
La Quinta Real Estate, Inmoan, Avalon Private Equity
SPAIN

Friday / Saturday, 21 – 22 October 2005, Barcelona - Spain

... “This seminar was extremely useful for me in the current phase of my company.
I was able to go right home and practice what I learnt to improve my performance.”

- Ola Forsstrom-Olsson, CEO
Ludesi AB - Sweden



Effective Sales is Mission Critical

Improving the effectiveness of the sales force in young companies, large and small, is consistently cited by business experts as one of the highest priorities, year after year. In the current tough climate, every purchase by any prospective customer must be triple-justified at all levels of management. Therefore, having the best ROI-based sales approach is essential to shortening the sales cycle and therefore to the survival of most young companies. Attending this course can help ensure that your company lives, while your competitors die.

... "In this seminar I learned that successful sales is neither innate nor coincidence. It is rather an outcome of knowledge and discipline that everybody can learn." ___
- Guido Schenk, VC on target GmbH

... "Everywhere in the world, the company with the best sales force usually wins, even if their competitors have better technology." ___
- Howard Anderson, Founding Partner and Sr. Managing Director, YankeeTek Ventures

... "Achieving consistent sales results, in this economy, or any economy, is the toughest challenge for any high tech company. It is much harder than developing new technologies, new inventions, or new products." ___
- World famous CEO, major NASDAQ-listed Company

... "Sales results are clear, digital and brutal. They are easy to measure; there are no shades of gray. Either the sale was made - and the customer paid - or not." ___
- Kenneth P. Morse, MIT Entrepreneurship Center

... "Everyone wants to eat meat, but there are very few consistently successful hunters." ___
- Jim Brown, NFL Hall of Fame

This course is designed to enable CEOs and top sales executives - and the fast-growing companies from which they come - to be more effective in establishing long term, dependable, predictable, profitable, referenceable and mutually beneficial, customer relationships.

The course will assist CEOs and experienced business development managers to sharpen their skills and improve the customer focus culture of their organizations.

The course is highly interactive and features European case studies on fast growing software and other companies as well as "live" exercises with real time feedback.





Kenneth P. Morse

- Managing Director, MIT Entrepreneurship Center
- Serial Entrepreneur
- Bachelor of Science, MIT 1968
- MBA (honours), Harvard Business School, 1972

Ken has been a high performance leader in global high tech sales and sales management for 25 years.

... "Why did I love the E-LAB course at MIT, taught by Profs. Preston and Morse? Quantifying the value proposition, practicing your elevator pitch, and making a difference to a real start-up company: the E-Lab course with John and Ken was one of my most demanding classes at MIT, but also one of my most valuable." —

- Markus P. Borchert,
Senior Vice President, Head of Global Customer Unit Vodafone,
Siemens Mobile Networks

Track Record

Prior to joining the MIT Entrepreneurship Center in 1996, Ken was a co-founder of six high-tech companies, together with MIT friends and classmates. Five of these ventures had successful IPOs or mergers; one was a disaster. They included 3Com Corporation, Aspen Technology, Inc., a China Trade Company, a biotech venture, and an expert systems company. Ken was either the CEO or responsible for part or all of the Sales organization in each of these new enterprises. During his 4+ years as Managing Director of AspenTech (AZPN) for Europe, Middle East, and Africa (EMEA), Ken's team achieved 18 consecutive quarters of on-target sales performance by building close strategic relationships with the leading chemical and pharma companies in the region. He established new customer listening posts, and recruited top-notch local language-speaking sales and service engineers in Germany, France, Belgium, Netherlands, Switzerland, UK, Italy, South Africa and the Middle East. He grew the AspenTech EMEA organization from 22 to 200+ employees with basically zero staff turnover, and expanded sales revenue six to ten times from essentially all key client relationships.

Since Ken joined the MIT Entrepreneurship Center in 1996, the number of students taking Entrepreneurship Courses has increased from 220 to 1,500 per year while the number of professors and lecturers has grown from two to thirty-one. He has raised \$ 20+ million endowment for the E-Center. Ken was named "Education All Star" by "Mass High Tech" magazine. Ken serves as an advisor to Capricorn Venture Partners, PolyTechnos Venture-Partners, SINTEF, and Tech Capital Partners. He has been an instructor in sales at the Munich Entrepreneur Academy for several years and has taught this sales class in several European cities. Ken, an American, is a member of the Council on Foreign Relations, the Cercle Royal Gaulois Artistique & Littéraire (Brussels), and the Quissett Yacht Club. He speaks fluent French and some Chinese. He is a Visiting Professor at the University of Ulster. When he is not helping young companies to succeed, Ken enjoys sailing his wooden boat with his family around Cape Cod.

... "Ken Morse is a charismatic man. I learned a lot from him – also intuitively." —

- Christian Dittrich, Step Ahead AG





Joaquín Moya-Angeler

- Chairman of Redsa, Hildebrando Presenzia, La Quinta Real Estate, Inmoan, Avalon Private Equity and others
- Former Chairman and CEO of IBM Spain, Meta4, Grupo Leche Pascual
- Serial Entrepreneur
- Master in Mathematics, University of Madrid, 1973
- Diploma in Economics & Forecasting, London School of Economics and Political Science, 1975
- MBA, Sloan School of Management - MIT, 1977

Joaquín is founder of several Technology, Real Estate and other companies.

Track Record

Upon graduation from the Alfred P. Sloan School of Management - MIT, Joaquín joins IBM Spain as Manager of Organizations and Economy; the beginning of what is to become a very successful career with IBM Operations worldwide. A few milestones: 1979 Controller, 1982 General Manager Saudi Arabia, 1984: General Manager of IBM Spain, Product Distribution Ltd., and responsible for setting up PC distribution in Spain; from 0 to of \$ 150M revenue over a period of less than 2 years. In 1986 he takes up the responsibility and challenge of Director Distribution channels IBM Europe to become - after 1 year - Director of Operations, IBM Europe and responsible for all IBM operations in Austria, the Netherlands, Switzerland and the Comecon countries (\$4B turnover). From 1988, Joaquín was successively appointed General Manager, Managing Director and then CEO and Chairman of the Board until 1994.

From then onwards Joaquín helped build several high potential, Software and Services companies in Spain and abroad as Meta4 (HR and Knowledge Management software), Teamsystems (ERP, Italy), Pulsar Technologies (IT Services), Presenzia (Infrastructure Provider), Hildebrando (IT Services, Mexico), Simplicity Software (IT Software), etc... He also founded a small private equity firm with interests in several fields and a Real Estate company.

He serves in several boards as independent Director: INDRA, PALAMON CAPITAL PARTNERS, MCH, GRUPO LECHE PASCUAL, COSENTINO,

Joaquín is a member of the Academy of Social Sciences and Environment of Andalucía, member of the Advisory Board of the CEA and Patron of COTEC.

He has just been appointed Chairman of the "Corporación Tecnológica de Andalucía" (CTA) a Private foundation with around 100M Euro of initial capital. CTA's main objective is to integrate the R&D efforts of Private Companies and University research groups. The Corporation is expected to channel more than 200M Euro in the next four years to finance viable R&D projects.

He spends significant time on non-profit organizations of social relevance. He is Chairman of the Board of Trustees of the University of Almería and Chairman of the "Fundación Mediterránea".

When he is not helping young companies to succeed, you can meet Joaquín at the golf or squash court or at home reading and enjoying music.



TOPICS, CASE STUDIES, EXERCISES, and STUDENT PRESENTATIONS

1. Framework and Definition of High Tech Sales, Sales Management, and Building Predictable, High Performance, Strategic Customer Relationships
2. Quantifying the Value Proposition and Preparing Your Elevator Pitch
 - ROI-based Value Justification Model
 - Case example: Software Sales to a Swedish Company
3. Elevator Sales Pitch Exercise: Communicating Your Value Proposition in a Live Competitive Network
 - Top Sales Executives, VCs, and Alumni from other courses
4. Focusing on Customer Value
 - Quantifying the Benefits
 - Communicating Value
 - Listening
5. Creating a Sales- and Customer-focused Culture in Your Company, and With Your Customers
 - Analyzing Alternative Compensation Models (equity, cash, other)
 - Setting High Expectations throughout the Organization
 - Building Passion, Clock Speed, Urgency and Work Methods
 - Maximizing Results in the Last Month of the Quarter
6. Managing a Global Sales Organization in Tough Times
 - Critical Accounts
 - Compensation
 - Motivation
7. Group Exercises and Presentations of the Value Proposition

... "The seminar provided some high calibre tools for assisting our portfolio companies in structuring their value propositions and presenting them the right way to potential customers as well as investors. Strong and practical sales techniques were presented in an easily understandable way. You could walk right out from the seminar and use the tools immediately." —
- Jacob Bratting Pedersen, Investment Director, Olicom AVS, Denmark



AGENDA OF THE PROGRAM

DAY 1 - Friday, 21 October 2005

12:30	Welcome lunch, registration, and networking
14:00 – 14:15	Address of Welcome
14:15 – 16:00	Framework and Definition of High Tech Sales, Sales Management and Building Predictable Strategic Customer Relationships Case Example: Quantifying the Customer Value Proposition
16:00 – 16:15	Coffee Break
16:15 – 18:30	Communicate your Value Proposition to CEOs of Prospective Customers: Elevator Sales Pitch Practice
18:30 – 19:30	Reception and Live Graded Networking Exercise with Top Sales Executives and Potential “Customers”
19:30 – 21:30	Workshop Dinner: Tables “hosted” by Course Participants

DAY 2 - Saturday, 22 October 2005

08:30 – 09:30	Networking Breakfast with time to practice Presentations
09:30 – 11:00	Discussion of the “Spotfire” Case from HBS: how a Swedish Software Company built their Global Sales Strategy: Lessons Learned
11:00 – 11:15	Coffee Break
11:15 – 12:45	Creating a Sales and Customer focused Culture in your Company and with your Customers
12:45 – 14:00	Lunch, with coached Previews
14:00 – 16:30	Closing Session: Presentations and Conclusions
16:30	End

... *“I learned that the outcome of the seminar can be directly applied to company profitably.”* ___
- Reinhard Dobelmann, Managing Director
Central Europe, Babylon GmbH



What are the Key Takeaways?

- In today's tough environment, your company must be excellent at sales and customer acquisition or else you will not survive.
- Effective high tech sales techniques and customer relationship management can be both learned and promulgated throughout the organization.
- Setting higher expectations for your sales and customer support team can actually be very motivating and will likely increase both your customer and employee satisfaction and retention.
- Sincere commitment to solving customer problems is key. If your CEO is not passionately committed to delivering significant value to customers, then either he/she should leave the company, or you should find another place to work because the company will not succeed.
- Long term strategic customer relationships can provide a key, dependable source of sustainable competitive advantage for your company.

Who is Eligible to Participate?

The CEO and top sales executives of fast-growing companies

- who are committed to improving long term customer relationships by enhancing the value delivered, and
- who write a compelling application explaining why he/she wants to attend and how he/she will apply the lessons learned in their job or new venture, and
- who fit the profile of participants, and
- who submit a complete registration form with electronic photo and full address details (work, home, mobile, etc.) to the Entrepreneurship Europe network, and
- who obtain a confirmation of registration, and pay the Fees.

... "This seminar is a must for everybody who wants to be challenged beyond what conventional seminars offer. It is one of the few that is clearly focused on top sales performance, and is therefore undervalued."

- Axel Schmiegelow,

CEO Denkwerk Neue Medien Holding GmbH;

Vice President German Multimedia Association (dmmv)



Tuition Fee

- 600,00 Euro per person
(500,00 Euro in case of 3 or more participants of the same company who register and pay before 30 September)

The Tuition Fee includes:

1. High Tech Networking Reception and Elegant Dinner with special invited guests:
 - Successful “Alumni” from previous Sales Courses and/or the MIT Entrepreneurship Development Program
 - Leaders of the VC Community
2. Course Book with all Case Studies and Presentations
3. Photo Book of Attendees (for future networking)
4. Friday and Saturday Luncheon, plus continuous Beverages and Snacks

... *“The ability to quantify the customer’s need, and to hit the key points with very few terms and sentences, is the most important competence for anyone and everyone who is responsible for marketing and the acquisition of customers. From our start-up stage, this important competence enabled us to become more profitable in the long run and to grow continuously. Now we have achieved cash flow breakeven and are growing well, thanks to these good lessons.”*

- Axel Schmiegelow, CEO Denkwerk Neue Medien Holding GmbH;
Vice President German Multimedia Association (dmmv)

Registration

On line at www.entrepreneurshipeurope.com, ‘Events’. Or you may fax the Registration Form, completed to + 34 (0) 933 009 651

Registration and Payment Deadline:
20 October, 2005
(‘Early bird’ discount of 50,00 Euro for registration and payment by 10 June)

Seminar Language

English

Course Materials

- “Critical Success Factors in Entrepreneurship” by John Preston
- “Spotfire” Case from HBS and Discussion Papers
- Extensive Lecture Materials, including a European ROI Case and a Spanish Success Story
- Criteria for Evaluating Elevator Sales Pitches



Location

BARCELONA ACTIVA
Llacuna, 162
08018 Barcelona - Spain



... "I realized that the direction, tone and success of a Sales meeting can be set before the client even enters the room. Ken identified the dynamics at work and how to influence the Decision Maker in those vital minutes before a meeting starts,... insightful keys to success." __
- Stephen Kearney - VP Business Development, Lagan Technologies UK

Hotel Reservation

Let us know if you need a hotel in Barcelona at info@entrepreneurshipeurope.com or at nuria.valle@barcelonactiva.es

... "If you ever want to improve your strategic sales skills, two days with Ken Morse will put you right on top. Ken's knowledge and experience make you exit with a great set of step-by-step tools, preparation guides and executions practices. Nordic Technology Forum's Sales and Strategic Relationship seminar was my best sales seminar ever." __
- Trond Sorensen, CEO, Net Trans Services, Norway

... "There is no lack of literature about sales models. However, this seminar provided me with the opportunity to trial and error on a bunch of models, and focus in on the best." __
- Guido Schenk, Alternative Investor (Venture One)



Register with 3 or more people from the same company
before 30 September and pay 500,00 Euro per person
instead of 600,00 Euro

Registration and Payment Deadline: 20 October, 2005

('Early bird' discount of 50,00 Euro for registration and payment by 10 June)

Payment Details

- I register with 3 or more people from the same company and pay 500,00 Euro instead of 600,00 Euro per person

I enter here their names

To register, please use 1 Form per person

- Payment on the following Bank Account Number:

Please mention your Name and Sales Seminar as a reference

ES98 2100 0592 9802 0021 0435 2300

La Caixa Bank, Pere IV, 90

08005 Barcelona

SWIFT: CAIXESBBXXX

- Register on line at www.entrepreneurshipeurope.com, 'Events'. Or you may fax the completed Registration Form and Payment Details to +34 (0) 933 009 651

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