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Global
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Valencian
Global
Growth Program *

GLOBAL SALES STRATEGIES for AMBITIOUS COMPANIES and ENTREPRENEURS

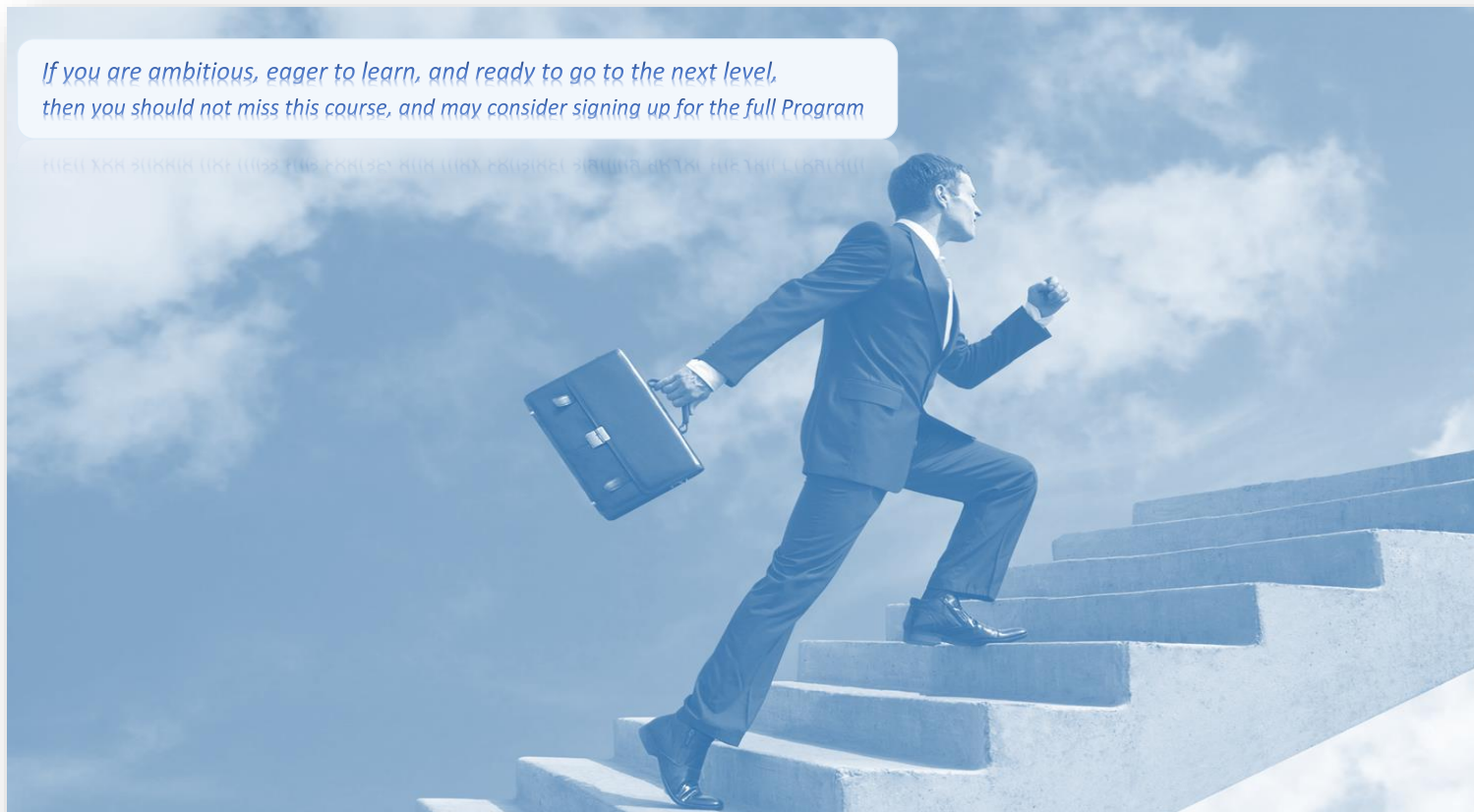
Workshop 1 in the Programs, designed for CEOs and senior sales executives from small and medium sized companies

Led by

Ken Morse & Laura Barker Morse

| Valencia | | 29 – 30 September 2015 |

If you are ambitious, eager to learn, and ready to go to the next level, then you should not miss this course, and may consider signing up for the full Program



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Effective Sales is Mission Critical

Improving the effectiveness of sales management processes, and the overall speed of decision making 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 succeeds.

This course is designed to enable entrepreneurs, CEOs and their 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 entrepreneurs, CEOs, and experienced business development managers to sharpen their skills and improve the customer focused culture of their organizations.

The course is highly interactive and features case studies of fast growing companies, short movies as well as "live" exercises with real time feedback.

Topics, Case Studies, and Exercises

- 1. Framework and Definition of High Value 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
 - Caseexample: Global Strategy of Spotfire, a Swedish Start-up
 - Entrepreneurs, Top Business Executives, Angel Investors, VCs
- 3. Focusing on Customer Value**
 - Quantifying the Benefits
 - Communicating Value
 - Listening
- 4. Managing a Global Sales Organization in Tough Times**
 - Critical Accounts
 - Compensation
 - Motivation
- 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. Recruiting, Motivating, and Building a World Class Sales Team**
- 7. Business Plans that Raise Money**
- 8. Critical Success Factors in Entrepreneurship**
- 9. Group Exercises and Presentations of the Value Proposition**



Agenda of the Program

DAY 1		Tuesday, 29 September 2015	
09.00-09.30		<i>Registration, and Welcome Address</i>	
09.30-10.45		Framework and Definition of High Value Sales, Sales Management and Building Predictable Strategic Customer Relationships	
10.45-11.00		<i>BREAK</i>	
11.00-12.30		Case Example: Quantifying the Customer Value Proposition Definition of an effective elevator sales pitch, with examples	
12.30-14.00		<i>LUNCH, and Networking with Coaches</i>	
14.00-14.15		Selected Participants Practice their Elevator Sales Pitch	
14.15-14.45		Creating a Sales and Customer focused Culture in your Company and with your Customers	
14.45-15.30		Maintaining Customer Focus; Making the Numbers	
15.30-15.45		<i>BREAK, and Networking</i>	
15.45-16.45		Managing a Global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance	
16.45-17.45		Communicate your Value Proposition to CEOs of Prospective Customers: Practice your Elevator Sales Pitch	
17.45-18.00		Participants Fine Tune & Practice their Elevator Sales Pitch	
18.00-19.30		<i>Live Graded Elevator Sales Pitch Exercise & Networking Cocktail with Top Executives and Potential Customers</i>	
19.30 ff		<i>Continued Networking with Tapas.</i>	

DAY 2		Wednesday, 30 September 2015	
09.00-09.15		<i>Welcome coffee, and Networking</i>	
09.15-11.15		Examples of Winning Pitches Discussion of the 'Spotfire'" Case from HBS: how a Start-up Company in a small city in Sweden built their Global Sales Strategy: Lessons learned from the Power of Vertical Marketing	
11.15-11.30		<i>BREAK, and networking</i>	
11.30-13.00		Recruiting, Building, and Motivating a World Class Sales Team	
13.00-14.15		<i>LUNCH, and Networking with Coaches</i>	
14.15-15.45		The Close: Completing the Sale, and HP at P&G	
15.45-16.00		Wrap up, Conclusions, and Presentation of Certificates.	



KEN MORSE

- Serial Entrepreneur, Business Angel & Global Sales Veteran
- Chairman & CEO, Entrepreneurship Ventures Inc.
- Visiting Professor, ESADE Business School
- Member, Telefónica Disruptive Council
- Founding Managing Director, MIT Entrepreneurship Center (1996 – 2009)

Ken Morse is a serial entrepreneur, angel investor, and global sales veteran. He co-founded six high tech startups with MIT friends and classmates, all of which went global. Five did well; one was a disaster.

He is also a popular, world class thought leader in Innovation, Entrepreneurship, and Global Sales, having served as the Founding Managing Director of the [MIT Entrepreneurship Center](#), 1996-2009. He has been active for 30+ years commercializing novel technologies, and bringing inventions from lab to market.

Since 2009, Ken is Visiting Professor at the [ESADE Business School](#). Ken served on the National Advisory Council on Innovation and Entrepreneurship (NACIE) of President Obama (Washington) which launched “Startup America”, the “JOBS Act”, and other initiatives. He is a member of the Telefónica Disruptive Council (Madrid) and of the Council on Foreign Relations (NYC).

A dozen years ago he and Laura Barker Morse formed [Entrepreneurship Ventures Inc.](#), convening an experienced team of practitioners and serial entrepreneurs to deliver Entrepreneurial Skills Development workshops and programs in Colombia, Canada, Europe (Norway, Romania, Scotland, Spain, The Netherlands), in Turkey, the Middle East (Lebanon, Jordan, Saudi Arabia, Syria, UAE), Pakistan and New Zealand. Ken and his team have been successfully leading Go Global Programs in Scotland, Turkey and Québec, Canada and are running the Go Global program together with Business Innovation for the fourth time.

Ken serves on the Board of Advisors of several ambitious B2B firms in Europe, Canada, New Zealand and the US.



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LAURA BARKER MORSE

- Recruiting & Team Building Expert
- Partner & Managing Director, Entrepreneurship Ventures Inc.
- Speaker and Coach on Recruiting, Team Building and Career Planning

Laura Barker Morse started [Entrepreneurship Ventures Inc.](#), a consulting and coaching practice, in response to requests from start-ups in Scotland, Spain, Québec, and the Boston area.

From 1999 - 2008, Laura was Human Capital Partner at [Atlas Venture](#), the largest transatlantic early stage technology venture capital firm. She worked closely with Atlas portfolio companies in Europe and the US on strategic human capital issues including recruitment, development, and reward systems. She acted as her firm’s senior human resource professional and as liaison with consultants and preferred providers of recruitment, compensation, and human resources.

Prior to joining Atlas Venture, Laura worked in Brussels for [S.W.I.F.T.](#) sc, the global financial telecommunications consortium, where she reported to the CEO during a strategic reorganization and led management planning, worldwide recruiting and expatriate services. Laura recruited over 250 European and Asian executives.

Before that, Laura spent twenty years in technology executive search with [Russell Reynolds](#) and [Heidrick & Struggles](#). She joined Russell Reynolds in 1977 in Chicago and helped open their Boston office in 1981. As Managing Director and global Practice Leader of the Venture Capital practice, she worked worldwide with venture firms and their portfolio companies. In 1991, she joined Heidrick & Struggles as a Partner in their Technology practice, relocating to their Brussels office in 1992.

Laura is a frequent speaker and coach on recruiting, team building, and career planning at workshops around Europe, and also at leading business schools including Solvay (Belgium), Harvard Business School, and MIT Sloan School of Management.

Laura currently serves on the Board of Advisors of ambitious high-tech firms in Spain, Quebec, the US and beyond.



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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 value 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 else 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 ambitious CEOs and top sales executives of high potential, high growth, B2B SMEs, who

- ↪ are committed to improving long term customer relationships by enhancing the value delivered, and
- ↪ write a compelling application explaining why they want to attend, and how they will apply the lessons learned in their job or venture, and
- ↪ provide full company & contact details, background info and a photo for the Networking Book, and obtain a confirmation of participation, and pay the Fees.



Participation

- Participation in the "Go Global" and the "Valencian Global Growth" Program is upon application ■
- For info & to apply for the full program, check out <http://www.ib-businessinnovation.es/go-global/>
To register for this workshop only, please contact Elena Besalduch from Business Innovation at ebesalduch@ib-businessinnovation.com >.



Venue and Accommodation

The workshop will be held at the conveniently located **SH VALENCIA PALACE HOTEL**, Paseo Alameda 32, 46023 Valencia. Tel: +34 96 3375037, E-mail: valencia.palace@sh-hoteles.com.

If you need a hotel room, please contact **SH VALENCIA PALACE HOTEL**, and mention 'Business Innovation' to benefit from the special room rate of €85 per person.



Info & Contact Address

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What People Say about this Workshop and Go Global



“Our participation in the first edition of the Go Global program in Valencia was the beginning of a journey towards unexplored territories for our company: the process of a spin-off, being able to address the necessities of financing projects, adding new shareholders to the management board... During this exciting journey, which did entail a few difficulties, we were hand in hand with distinguished agents, such as: the Program instructors & coaches, the MIT lecturers and, above all, the permanent presence of the amazing Business Innovation team, led by J.V. Pons. They were always ready to help and were fully committed to respond to our needs at any time. When I say ‘any time’, I’m serious: they were available during weekends and for phone calls at night. To summarize: the BI team helped us to make MedipHealth what it is today.”

— Daniel Vicente, General Director, MedipHealth, Valencia, Spain

“The Business Innovation team has been a key player in our participation in the third edition of the “Valencian Global Growth” Program. They have advised us, accompanied us and made sure that every opportunity for growth was optimized. From the very first moment, José Vicente Pons has made us think BIG and became involved in the whole process by sharing his business know how with us, and providing valuable key contacts for our short and long term financing by connecting us with the investment world. The involvement of the Business Innovation team in the achievement of Lowpost’s objectives has been crucial.”

— José Ignacio García, CEO y Fundador de LOWPOST SL, Valencia, Spain



“As an experienced sales person and sales manager, I had already attended a number of what I initially thought would be ‘similar’ courses - I was wrong! The seminar content was thought provoking and challenged most aspects of what I perceived to be true. The time spent on sales meeting preparation, knowing the key decision maker(s) and those strategic peer-to-peer brief conversations was insightful. Ken’s delivery, for me, made the 2 days interesting, lively, interactive and well worth attending. I am confident that the knowledge gained from the workshop will be invaluable to both me, my sales team and the company as a whole in the near future. Thank you.”

— Mark Pettinger, Head of Sales, Total Repair Solutions Ltd, Renfrewshire, UK

“It has been my great pleasure to work with Business Innovation of Valencia to help develop innovation-driven entrepreneurs. Over the past four years, I have seen their programs educate, nurture, network and instill the proper mindset of companies in the Valencia region that are now going to have global impact. These companies have come to MIT and competed with the best entrepreneurs globally, and won business here, and the respect of everyone. This is exactly the kind of program that Spain needs to build the confidence and mindset to attack global markets and bring economic prosperity back to the region. I truly enjoy working with the wonderful Business Innovation team and their group of entrepreneurs.”

— Bill Aulet, Managing Director of the Martin Trust Center for MIT Entrepreneurship, Cambridge, MA, USA



“Through a methodical process and with great real world stories, the ‘Go Global’ instructors are able to get to the core of developing a winning business strategy and building a winning team in a remarkably short period of time. They bring tremendous valuable experience and an interactive teaching style that shows us how to quickly and effectively apply the lessons to the companies participating in our global growth program.”

— Mario Girard, Managing Director, Fondation de l’entrepreneuriat & Organizeur, Croissance Québec Techno, Quebec, Canada