



"I realised 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, Belfast,
Northern Ireland.

"This seminar was extremely useful for me in the current phase of my company. I was able to go right back to work and implement lessons from the seminar that improved our performance. Now, two years later, after rigorously following what we learned, we have secured several world class reference sites. We became cash flow positive thanks to this course, and our global prospects are better than ever. In fact, the teachings of the course, and the relations we built there, were instrumental in our raising another round of funding from top tier VCs, at an attractive stepped-up valuation."

Ola Forsstrom-Olsson, CEO,
Ludesi AB, Malmö, Sweden.

If you only go to one seminar this year, this is the one!

IT Sligo & partners present:

Global Sales Strategies for Ambitious Entrepreneurs & Sales Focused Companies

Presented by the internationally acclaimed:
Professor KENNETH P. MORSE
Founding Managing Director, MIT Entrepreneurship Center, Cambridge and Serial Entrepreneur.

Thursday & Friday, 9th – 10th September 2010
at IT Sligo and The Clarion Hotel, Sligo, Ireland

www.itsligo.ie | www.global-sales.org

What are the Key Takeaways?

This highly interactive and engaging seminar, set in beautiful SLIGO is a valuable and timely opportunity to increase your sales, become more competitive globally and build European and global networks. Ken presents a limited number of these workshops across Europe, the Middle East and New Zealand and Sligo is selected for his Ireland presentation in 2010/11.

- The key takeaways from this internationally acclaimed two-day executive workshop include:
- Superior sales and sales management skills
 - Shortened sales cycle
 - Increased size of sale
 - Superior sales pipeline management.

Track Record

Ken Morse has been a high performance leader in global high tech sales and sales management for over 35 years. He is the Founding Managing Director of the MIT Entrepreneurship Center in Cambridge, Massachusetts. Ken is visiting Professor at the ESADE Business School in Barcelona and holds a Chair in Entrepreneurship, Innovation and Competitiveness at the Delft University of Technology in The Netherlands.

Ken is a serial entrepreneur. He 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 organisation in each of these new enterprises.

He has been teaching the Entrepreneurial Skills Development workshops in Europe, Lebanon, Saudi Arabia, Pakistan, New Zealand, Québec, and the US for more than eight years.

“The reason to attend a Ken Morse seminar is quite simple: he effectively explains how to make money with your product. For lots of engineers it is easy to create the most beautiful technologies, but they fail desperately when they try to sell them. Ken exactly pinpoints the essential key factors that are needed to have people want to buy your solution.”

Joeri Post, Managing Director,
DeltaTech Pty Ltd, Rotterdam,
The Netherlands.

“Ken has spent a lot of years doing the exact same thing we’re all trying to do - taking companies global. A lot of brochures make the content sound good but fail to deliver - Ken delivers!”

Mike Dennehy, CEO, Vision
Software, Mount Maunganui,
New Zealand.

“The event surpassed my expectations and I gained much from attending; I am certain the outputs will be implemented at ATEEDA (and elsewhere). Ken’s and Laura’s experience is real world and they are an inspiration to us all.”

Bill Buckie, Finance Director,
Cascade Technologies Ltd,
Stirling & ATEEDA Ltd,
Edinburgh, UK.

Topics, Case Studies, Exercises and Participant’s Presentations

1. Framework and Definition of High Value Sales | Sales Management | Building Predictable, High Performance, Strategic Customer Relationships

2. Quantifying the Value Proposition and Preparing Your Elevator Pitch ROI-based Value Justification Model

Case example: Global Strategy of Spotfire, a Swedish start-up

Case example: Meridio of Belfast goes global

3. Elevator Sales Pitch Exercise: Communicating Your Value Proposition in a Live, Competitive Network Entrepreneurs | Top Business Executives | Angel Investors | VCs

4. Focusing on Customer Value Quantifying the Benefits | Communicating Value | Listening

5. Managing a Global Sales Organisation in Tough Times Critical Accounts | Compensation | Motivation

6. Creating a Sales and Customer Focused Culture in Your Company, and With Your Customers Analysing Alternative Compensation Models (equity, cash, other) | Setting High Expectations throughout the Organisation | Building Passion, Clock Speed, Urgency and Work Methods | Maximising Results in the Last Month of the Quarter

7. Recruiting, Motivating, and Building a World Class Sales Team

8. Business Plans that Raise Money

9. Critical Success Factors in Entrepreneurship

10. Group Exercises and Presentations of the Value Proposition

Who is Eligible to Participate?

The ambitious CEOs and top sales executives of high potential, high growth, technology-based B2B companies who are committed to improving long term customer relationships by enhancing the value delivered.

A compelling application must be submitted explaining why you want to attend, and how you will apply the lessons learned in your job or new venture.

Registration

To facilitate a genuinely international seminar attendance will be divided equally between national and international delegates. Countries represented in pre-booking include Spain, The UK, Finland, Germany and the USA.

A limited number of places are available at rate of €799 all inclusive of course fee, accommodation, meals and course notes.

Subsidy

HPSU Skillnet* is an enterprise led training network of High Potential Start Up companies based in the Border, Midlands and Western region.

As a seminar partner, HPSU Skillnet is offering funding for eligible companies to attend this seminar. For further information on eligibility criteria, please contact Gert O’Rourke at gorourke@hpsunet.ie, Tel: +353 (86) 638 0757.

*HPSU Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Register Now online at www.global-sales.org

Registration Deadline **27 August 2010**

General Information and Contact Address

For general information and questions, you may contact Niall McEvoy
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Tel: +353 (0)71 9155385

or you may e-mail Anny Roelandts at anny@entrepreneurshipeurope.com

Confirmation of a place is subject to terms, conditions and cancellation policy, found in the online registration form.

