

AGENDA OF THE PROGRAMME

DAY 1 - Wednesday, 13 APRIL 2011

- 09:00 - 09:40** *Welcome, Registration, and Networking.*
- 09:40 - 09:50 Address of Welcome by Paco Negre, CEO of espaitec
- 09:50 - 11:00 Framework and Definition of High Value Sales, Sales Management, and Building Predictable Strategic Customer Relationships Case
- 11:00 - 11:15 *Coffee Break*
- 11:15 - 12:30 Example: Quantifying the Customer Value Proposition
Definition of an Effective Elevator Sales Pitch
- 12:30 - 12:45 Selected Participants Practice Their Elevator Pitch
- 12:45 - 13:45 *Luncheon*
- 13:45 - 14:30 Creating a Sales and Customer focused Culture in Your Company and with Your Customers
- 14:30 - 15:15 Maintaining Customer Focus; Making the Numbers
- 15:45 - 16:30 Managing a Global Sales Organization in Tough Times: Critical Accounts, Motivation, Q-to-Q Performance
- 16:30 - 16:45 *Coffee Break*
- 16:45 - 17:00 Communicate your Value Proposition to CEOs of Prospective Customers: Practice your Elevator Sales Pitch
- 17:30 - 19:00 Networking Reception and Live Graded Elevator Pitch Exercise with Top Executives and Potential Customers.
- 19:30 - **21:30** *Small Networking Groups have Dinner in Local Restaurants*

DAY 2 – Thursday 14 APRIL 2011

- 09:00 - 09:30** *Welcome Coffee & Networking*
- 09:30 - 11:00 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.
Quick Discussion of the Meridio Case Study
- 10:45 - 11:00 *Coffee Break*
- 11:00 - 13:00 Recruiting, Building, and Motivating a World Class Sales Team
- 13:00 - 14:30 *Luncheon*
- 14:30 - 15:45 The Close: Completing the Sale
- 15:45 - **16:00** Wrap Up, Conclusions, and Presentation of Certificates
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