

# WORKSHOP AGENDA 13 & 14 FEBRUARY 2012

## “GLOBAL SALES STRATEGIES FOR AMBITIOUS ROMANIAN ENTREPRENEURS”

**Workshop will be led by:  
KENNETH P. MORSE**

*Serial Entrepreneur*

*Visiting Professor, [ESADE Business School](#)*

*Chair in Entrepreneurship, Innovation and Competitiveness, [Delft University of Technology](#)*

*Founding Managing Director, [MIT Entrepreneurship Center](#)*

## DAY 1: Monday, February 13, 2012

8:45 – 9:30	<b><i>Registration and Welcome coffe</i></b>
9:35 – 10:45	<b>Framework and Definition of High Value Sales, Sales Management, and Building Predictable Strategic Customer Relationships Case</b>
10:45 – 11:00	<b><i>Coffe Break</i></b>
11:00 – 12:15	<b>Example: Quantifying the Customer Value Proposition Definition of an Effective Elevator Sales Pitch</b>
12:15 – 12:30	<b>Selected Participants Practice Their Elevator Pitch</b>
12:30 – 1:30	<b><i>Lunch</i></b>
1:30 – 2:15	<b>Creating a Sales and Customer focused Culture in Your Company and with Your Customers</b>
2:15 – 3:00	<b>Maintaining Customer Focus; Making the Numbers</b>
3:00 – 4:15	<b>Managing a Global Sales Organization in Tough Times: Critical Accounts, Motivation, Q-to-Q Performance</b>
4:15– 4:30	<b><i>Coffe Break</i></b>
4:30 – 5:30	<b>Communicate your Value Proposition to CEOs of Prospective Customers: Practice your Elevator Sales Pitch</b>
5:30 onwards	<b>Networking Reception and Live Graded Elevator Pitch Exercise with Top Executives and Potential Customers</b>

## DAY 2: Tuesday, February 14, 2012

9:00 – 9:30	<b><i>Registration and Welcome coffe</i></b>
9:35 – 11:00	<b>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</b>
11:00 – 11:15	<b><i>Coffe Break</i></b>
11:15 – 1:00	<b>Recruiting, Building, and Motivating a World Class Sales Team</b>
1:00 – 2:30	<b><i>Lunch</i></b>
2:30 – 3:45	<b>The Close: Completing the Sale</b>
3:45 – 4:00	<b>Wrap Up, Conclusions, and Presentation of Certificates</b>