

Platinum Sponsors:



Entrepreneurship Indiana
network 

High Tech Sales and Sales Force Management Global Sales Strategies for Ambitious Entrepreneurs

A one day high quality seminar and workshop for CEOs and their top sales executives from young, fast-growing high tech 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
Senior Lecturer & Managing Director,
MIT Entrepreneurship Center, Cambridge, Massachusetts, USA
and
Chair in Entrepreneurship, Innovation and Competitiveness,
Delft Technical University, Delft, The Netherlands

Location: Offices of Barnes & Thornburg LLP, Indianapolis - Indiana

Date: Thursday, 17 July 2008

... “Great event. I think that may have been the best and most enjoyable event of its type that I have ever been to, here in our humble little technology bubble...I look forward to future events.”

- Steve Cox, VP Business Development, Target Compiler Technologies, Boulder, CO, USA

... “Ken’s vast, real world experience and effective, inspirational teaching style brought to life executive-level relationship planning, value added elevator speeches, and other topics that are of tremendous value to any sales professional.”

- Mark Denissen, Vice President of Strategic Worldwide Marketing, Texas Instruments, USA

Gold Sponsors:

**BARNES &
THORNBURG** LLP
btlaw.com



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network 

Effective Sales is Mission Critical

Improving the effectiveness of the sales force, sales management processes, and the overall speed of decision making in start-up companies 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, while your competitors suffer.

... "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

... "Rather than the usual American IT industry jargon and hype, Ken gave us practical insights into how to focus the sales effort to deliver and capture customer value and grow start up companies quickly. From this one day investment, I have several actions that I will immediately implement to further boost profitable growth" —
- Mark Templeton, VCU Technology, Auckland, New Zealand

... "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, Managing Director, MIT Entrepreneurship Center

... "Everywhere in the world, the company with the best sales force usually wins, even if their competitors have better technology." —

- Howard Anderson, Founder, Yankee Group

... "Great event! Ken is a fantastic speaker and we would love to have him come back to town." —

- Eric Gricus, Client Development, Boulder Innovation Center, USA

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 focused culture of their organizations.

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

Gold Sponsors:

**BARNES &
THORNBURG LLP**
btlaw.com



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network



Kenneth P. Morse

- Managing Director,
MIT Entrepreneurship Center
- Senior Lecturer,
MIT Sloan School of Management
- Chair in Entrepreneurship, Innovation
and Competitiveness,
Delft Technical University -
The Netherlands
- Serial Entrepreneur
- Bachelor of Science, MIT, 1968
- MBA, Harvard Business School,
1972

Ken has been a high performance leader in global high tech sales and sales management for over 30 years.

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

- Christian Dittrich, Step Ahead AG, Germany

... "Ken's class was very timely, focused and of great value for all of us at Traceall, as we develop our international sales strategy. A 'must attend' for all high growth technology-based companies looking to scale globally." —

- Scot McRae, Commercial Director, Traceall Ltd, Glasgow, UK

Prior to joining the MIT Entrepreneurship Center in 1996, Ken Morse 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) Europe SA/NV, Ken's team achieved 18 consecutive quarters of on-target sales performance by building close strategic relationships with the leading chemical and pharma companies throughout the region. He grew the AspenTech EMEA organization from 22 to 200+ employees with basically zero staff turnover, and expanded sales revenue 600% - 900% with key client relationships.

Ken's interest in international high tech ventures began at MIT, where he graduated with a BS in Political Science in 1968 followed in 1972 with an MBA from Harvard Business School. Upon graduation, he joined Schroders, the UK-based merchant bank, where he was personal assistant to Jim Wolfensohn, former President of the World Bank. In 1975 Ken formed a trading advisory company under the aegis of Chase Manhattan Bank to assist U.S. technology-based companies such as IBM, General Motors, Gillette, Hughes Aircraft, Mine Safety Appliances, Waters Associates, and others to enter the China market. Ken lived in Beijing for five years during the latter half of the Cultural Revolution. In 1980, Morse relocated to Silicon Valley as a founding member of 3Com Corporation.

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 has grown from 3 to over 30. Ken was named "Education All Star" by "Mass High Tech" magazine. Ken is a member of the Board of Associates of the Whitehead Institute for Biomedical Research. He is also a member of the Council on Foreign Relations (New York City) and the Cercle Royal Gaulois Artistique & Littéraire (Brussels).

Ken is a member of the Board of Advisors of four early-stage Venture Capital Firms: PolyTechnos Venture-Partners (Munich), Rudyard Partners, LLC (Boston) SINTEF A/S (Trondheim, Norway) and The Entrepreneurs Fund III (Silicon Valley). Ken serves on the Board of Advisors of Ludesi AB in Sweden, iMotions Technologies A/S in Denmark, Naseeb Networks in Pakistan, and several MIT spin-offs, including Medical Isotopes Technologies and Terrafugia, Inc.

Ken speaks fluent French and some Chinese. When he is not helping young companies to succeed, Ken enjoys sailing his wooden boat with his family around Cape Cod.

Gold Sponsors:

**BARNES &
THORNBURG LLP**
btlaw.com



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network

TOPICS, CASE STUDIES, EXERCISES, and PARTICIPANTS 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
3. Elevator Sales Pitch Exercise: Communicating Your Value Proposition in a Live Competitive Network
 - Top Business Executives, VCs, and Alumni (survivors) from other sales courses
4. Focusing on Customer Value
 - Quantifying the Benefits
 - Communicating Value
 - Listening
5. Building the Team and Managing a Global Sales Organization in Tough Times
 - Critical Accounts
 - Compensation
 - Motivation
6. 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

... "Thanks for setting up the event with Ken Morse - that was about the best 2 hours that I have spent in quite a while. Much appreciated." ___
- Adam Brucker, CEO, The Startup Experience, Boulder, Colorado, USA

... "The Global Sales Strategies Programme was a turning point for me. It has helped me attain confidence in overcoming previously daunting challenges at a critical time for my business. I now have the tools in place to expand both locally and globally" ___
- Ian Drysdale, Managing Director, DanMedical Ltd., Inverness, Scotland, UK

... "The seminar provided some high calibre tools for assisting our portfolio companies to properly structure their value propositions and present them in the right way to potential customers, as well as to 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 A/S, Denmark

Gold Sponsors:



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network 

AGENDA OF THE PROGRAM

Thursday, 17 July 2008

- 08:00 – 09:00 Check-in and Networking Breakfast, hosted by Travelers Insurance
- 09:00 – 11:00 Framework and Definition of High Tech Sales, Sales Management, and Building Predictable Strategic Customer Relationships
Case Example: Quantifying the Customer Value Proposition
Definition of an Effective Elevator Sales Pitch
- 11:00 – 11:15 Coffee Break
- 11:15 – 12:30 Creating a Sales and Customer focused Culture in Your Company and with Your Customers
- 12:30 – 13:30 Lunch
- 13:30 – 13:45 Practice your Elevator Pitch
- 13:45 – 15:30 Maintaining Customer Focus; Making the Numbers
Managing a Global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance
- 15:30 – 16:00 Coffee Break and Discussion of the Elevator Pitches
- 16:00 – 17:30 Building the Sales Organization
- 17:30 – 19:00 Cocktail and Networking Reception, and Elevator Pitch Exercise, with Top Executives and Potential “Customers”

... “This was the most valuable use of my time out of the many seminar offerings on the market. Ken’s interactive method of teaching keeps all participants on their toes and thoroughly engaged throughout the day. The sales strategies learned have instilled a higher degree of confidence and have already yielded tangible results for our company” __

- Janet Shanberge, Director, Ascend Strategy, Boulder, CO, USA

... “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

... “Ken’s course is the Master Class on how to effectively and concisely deliver the value proposition to customers, managers, and large organizations. Definitely, it has represented a turning point in my career.” __

- Pau Soler, Senior Engineer, Hewlett-Packard, Spain

Gold Sponsors:

**BARNES &
THORNBURG LLP**
btlaw.com



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network

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 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 CEOs and top sales executives of fast-growing, high tech 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 Indiana Network, and
- who obtain a confirmation of registration, and pay the Fees in advance.

... " Ken Morse has provided incredible impact across our entire company. As a venture backed startup, the path to revenue and customer validation is the single most critical component of our business. I have seen many, many sales presentations and trainings in the last 25 years and when I saw Ken's session, it was clear that this was different. Ken provides biting insights into an area many of us think we know well. His direct, candid, entertaining and sometimes brutal messages have helped change our selling culture and helped me make difficult choices in our selling strategy. I cannot recommend Ken highly enough. Nothing happens in this world until someone sells something. If you want your teams to 'sell', you need them to meet Ken." ___
- Steven Grandchamp, President & CEO, OpenLogic, Inc. Broomfield, CO, USA

Gold Sponsors:



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network

Tuition Fee

- The Fee for the one day class is \$1,495 per company, and each company may bring up to three (3) individual participants

The Tuition Fee includes:

1. Networking cocktail and Reception with special invited guests:
 - Venture Club of Indiana Membership
 - Leaders of the Entrepreneurial and Business Community
 - Venture Capitalists and Business Angels
 - Successful “Alumni” from previous Sales Courses and/or the MIT EDP Program
2. Course Book with the Presentations and Case Studies
3. Photo Book of Attendees (for future networking)
4. Lunch, Cocktails plus continuous Beverages and Snacks

... “...Excellent, thought-provoking, and insightful content. An incredibly passionate, knowledgeable and indeed inspiring entrepreneur and educator. Ken delivered what I classify as one of the best courses I have ever attended. I have started to apply some of the learning on my first day back at the office, and I was astounded when I observed a series of people-driven events unfolding exactly how Ken told us during the course!___
- Marco Busi, CEO and Head of Research, carisma rct Ltd, Dingwall, UK

... “The ability to quantify the customer’s needs, 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 Denkwert Neue Medien Holding GmbH, Germany
Vice President German Multimedia Association (dmmv)

Registration & Payment

- Registration is on line
Please complete the Registration Form at www.entrepreneurship-indiana.com
- Payment is by check (see the Registration Form for more details)

Registration and Payment Deadline:

Monday, 11 July 2008

Course Language

English

Course Materials

- “Critical Success Factors in Entrepreneurship” by John Preston
- Extensive Lecture Materials
- Criteria for Grading and Evaluating Elevator Sales Pitches

Gold Sponsors:

**BARNES &
THORNBURG LLP**
btlaw.com



Workshop Host:



Platinum Sponsors:



Entrepreneurship Indiana
network 

Location

The workshop will be held in the offices of Barnes & Thornburg LLP, 5th Floor, 11 South Meridian Street, Indianapolis, Indiana 46204. The contact person is Jodie Daugherty: <jdaugherty@btlaw.com>, Tel: +1-317-261-7922

... "Most CEOs of ambitious, young companies face a particularly difficult time meeting the challenge of achieving sustainable global growth. We are excellent engineers and scientists but not particularly experienced at selling, especially in the key markets such as the US, China, and Japan. Good selling needs to be more part of our culture! Ken's sales career has been mainly here in Europe. He understands us, he knows his stuff, and German CEOs who have taken his course testify that they increased revenues, gained market share, shortened their sales cycle, and became cash-flow positive. All good things for new ventures." _

- Markus Hofelich, Project Manager Special Issues, GoingPublic & VentureCapital Magazin, GoingPublic Media AG, Germany

... "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." _

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

General Info and Contact Address

For general information and questions, please e-mail Anny at <anny@entrepreneurship-indiana.com> or contact Jeffrey Kirk of BOSE McKINNEY & EVANS LLP at <jkirk@boselaw.com>, Tel: +1-317-684-5420

... "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

Gold Sponsors:

**BARNES &
THORNBURG** LLP
btlaw.com



Workshop Host:

