

CYBERNET

Co-host and Platinum Sponsor



Gold Sponsor

Entrepreneurship Pakistan
network 

Sales and Sales Force Management in Fast-Growing Companies

Global Sales Strategies for Ambitious Pakistani Executives

A high quality workshop for CEOs and their top sales executives from fast-growing 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

Monday / Tuesday, 05 – 06 November 2007, KARACHI - Pakistan

... “The course led by Ken Morse was outstanding. The feedback from participants has been very positive, and now people at Mobilink are making their elevator pitch all the time. I highly recommend attending this course” —

- Ali Raza Mehdi, VP Human Resources & Administration, Mobilink, Pakistan



The Organizers



Effective Sales is Mission Critical

Improving the effectiveness of the sales force, the sales management processes, and the overall speed of decision making in Pakistani 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, 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

... "Everyone wants to eat meat, but there are very few consistently successful hunters." ___

- Jim Brown, NFL Hall of Fame

... "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 short 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, MIT Entrepreneurship Center

... "The only necessary and sufficient condition for a business is a customer. Simply put, selling and collections are revenue generators; everything else in a company is a cost center." ___

- Bill Aulet, 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

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 focus culture of their organizations.

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





Kenneth P. Morse

- Managing Director,
MIT Entrepreneurship Center
- Senior Lecturer,
MIT Sloan School of Management
- Chair in Entrepreneurship, Innovation
and Competitiveness,
Technical University Delft
- 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'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, Texas Instruments, USA

... "Ken Morse is a charismatic man. I learned a lot from him – also intuitively." —
- Christian Dittrich, Step Ahead AG

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 Schrodgers, 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 and lecturers has grown from two to over thirty. 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 and the Cercle Royal Gaulois Artistique & Littéraire (Brussels).

Ken is a member of the Board of Advisors of two early-stage Venture Capital Firms: PolyTechnos Venture-Partners (Munich), and SINTEF A/S (Trondheim, Norway). Ken serves on the Board of Advisors of Lagan and Meridio Limited, both in Belfast, Northern Ireland and of iMotions A/S and Medianet Innovations A/S in Denmark as well as several MIT spin-offs.

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.



TOPICS, CASE STUDIES, EXERCISES, and PRESENTATIONS

1. Framework and Definition of 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
 - Case examples: Global Strategy of two European Software Start-ups
 - Case example: A young Pakistani Company
3. Elevator Sales Pitch Exercise: Communicating Your Value Proposition in a Live, Competitive Network
 - Top Sales Executives, VCs, and Business Angels
4. Focusing on Customer Value
 - Quantifying the Benefits
 - Communicating Value
 - Listening
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. Managing a Global Sales Organization in Tough Times
 - Critical Accounts
 - Compensation
 - Motivation
7. What Investors Look for in a Management Team
8. Business Plans that Raise Money
9. Critical Success Factors in Entrepreneurship
10. Group Exercises and Presentations of the Value Proposition

... "The course made me more confident raising money and clarified our customer value proposition. Our sales pipeline has never been healthier." —
- Melissa Clark-Reynolds, CEO, PayGlobal, New Zealand & Australia



AGENDA OF THE PROGRAMME

DAY 1 - Monday, 05 November 2007

- 09:00 – 09:20 Registration, Address of Welcome, and Networking
- 09:20 – 12:00 Framework and Definition of Sales, Sales Management and Building Predictable Strategic Customer Relationships
Case Example: Quantifying the Customer Value Proposition
Definition of an Effective Elevator Sales Pitch
- 12:00 – 13:30 Lunch. Discussion of Elevator Pitches
- 13:30 – 16:15 Creating a Sales and Customer focused Culture in Your Company and with Your Customers
- 16:00 – 16:15 Coffee Break
- 16:15 – 17:30 Maintaining Customer Focus; Making the Numbers
- 17:30 – 18:30 Communicate your Value Proposition to CEOs of Prospective Customers: Practice your Elevator Sales Pitch
- 18:30 – 19:30 Reception and Live Graded Networking Exercise with Top Executives and Potential “Customers”

DAY 2 - Tuesday, 06 November 2007

- 09:00 – 11:15 Discussion of the “Spotfire” Case from HBS: how a Start-up Software Company in a remote region built their Global Sales Strategy: Lessons Learned
Discussion of the other Cases
- 11:15 – 11:30 Coffee Break
- 11:30 – 12:30 Managing a Global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance
- 12:30 – 13:30 Lunch, with coached Previews
- 13:30 – 16:30 Closing Session
- Summary of Lessons Learned, Conclusions
 - Presentation of Certificates

... “Ken has a wealth of experience and ‘war stories’ to die for! The situational tips he provided were second to none. Ken has probably saved me some years of hard-earned experience... The ‘elevator pitch’ role playing was excellent and quickly identified shortcomings and traps that I will no longer fall into.”

Ian Prisk, Black Coffee Software, Wellington, New Zealand



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 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 Should Attend?

The CEOs and top sales executives of fast-growing companies

- who are committed to improving long term customer relationships by enhancing the value delivered, and
- are willing to nominate a team of 8 -12 participants for the program. Individual applications will not be considered; however, in special cases OPEN and the Entrepreneurship Pakistan Network may consider a smaller team of nominees, led by the CEO.
- submit a complete registration form with electronic photo and full address details (work, home, mobile telephone number, etc.) to the Entrepreneurship Pakistan Network, and
- pay the Fees in advance, and obtain a confirmation of registration.

... "I attended the workshop with a colleague and we both frequently refer back to the course notes. The program helped Commtest crystallize our sales strategy for our upcoming financial year. We came away thoroughly invigorated and better informed than we expected." __

- John Cochrane, General Manager, Commtest Instruments Ltd, New Zealand



Participation Fee

The Fee for the two day workshop is US\$ 15,000 for a team of up to 12 participants from the same company

The Fee includes:

1. Networking Reception and Cocktail with special invited guests:
 - Leaders of the Entrepreneurial and Business Community
2. Course Book with all Case Studies and Presentations
3. Photo Book of Attendees (for future networking)
4. Lunch and Cocktail on Monday, Lunch on Tuesday, plus continuous Beverages and Snacks

Workshop Language

English

... "In this seminar I learned that successful sales is neither innate nor coincidence. It is rather an outcome of knowledge and discipline that everybody can learn." ___
- Guido Schenk, VC on target GmbH

... "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 Denkwerk Neue Medien Holding GmbH;
Vice President German Multimedia Association (dmmv)

Registration

Please go to www.entrepreneurship-pakistan.com and complete the on line Registration Form

Registration and Payment Deadline:

22 October 2007

Course Materials

- "Critical Success Factors in Entrepreneurship" by John Preston
- "Spotfire" Case from HBS with Discussion Papers
- Meridio Success Story
- Extensive Lecture Materials, including ROI Case Study
- Criteria for Evaluating Elevator Sales Pitches
- What Investors Look for in a Management Team
- Business Plans that Raise Money



Workshop Location

The workshop will be held in Karachi. The exact location will be communicated by e-mail after registration.

... "At no time in my sales career have I been investing so much energy in formulating precisely my elevator pitch. The seminar showed the participants quite plainly the absolutely top importance of those 'unerring 55 seconds.'" ___

- Stefan Schäfer, Lufthansa Systems Network GmbH

... "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

Contact Addresses

For general information and questions, please contact:

- Asad Zaidi from MDi, Management Development Institute, at mdi@thamesportal.com, T +92 300 8540422
- Syed A. Azhar Rizvi from OPEN, The Organization of Pakistani Entrepreneurs, at azhar.rizvi@thks.com.pk, T +92 300 8282649
- John Robinson from the MIT Entrepreneurship Center, at johnrob@MIT.edu
- Anny Roelandts from the Entrepreneurship Pakistan Network, at anny@entrepreneurship-pakistan.com

... "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

