

## **AGENDA OF THE PROGRAM**

### **DAY 1 – Monday, 19 September 2005**

09:30 – 10:00	Welcome, registration and networking
10:00 – 10:30	Address of welcome: Discussion of Preston Article on Success Factors in Entrepreneurship.
10:30 – 10:50	Coffee Break
10:50 – 13:00	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
13:00 – 14:30	Lunch. Discussion of Elevator Sales Pitch
14:30 – 16:00	Creating a Sales and Customer focused Culture in Your Company
16:00 – 16:30	Coffee Break
16:30 – 17:45	Maintaining Customer Focus: Making the Numbers
17:45 – 18:00	Communicate your Value Proposition to CEOs of Prospective Customers; Elevator Sales Pitch Practice

### **DAY 2 – Tuesday, 20 September 2005**

09:30 – 11:30	Discussion of the 'Spotfire' Case from HBS: how a Swedish Software Company built their Global Sales Strategy; Lessons Learned.
11:30 – 11:45	Coffee Break
11:45 – 13:00	Managing a global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance
13:00 – 14:10	Lunch, with coached Previews
14:10 – 16:30	Closing Session: Presentations, Conclusions and Pitches
16:30 – 17:30	Closing Cocktail – Presentation of Certificates & Final Awards