

Global Sales Strategies for Ambitious Kiwi Entrepreneurs

A high quality seminar and workshop for Entrepreneurs, CEOs and senior sales executives from innovative, fast-growing companies, featuring case studies and lectures, interactive discussions, participants presentations, "hands-on" exercises, and the opportunity to practice "elevator sales pitches" to potential customers.

Led by:

KENNETH P. MORSE

Serial Entrepreneur & Angel Investor

Visiting Professor, ESADE Business School

National Advisory Council on Innovation & Entrepreneurship, NACIE, Washington

Founding Managing Director (1996 – 2009), MIT Entrepreneurship Center



LAURA BARKER MORSE

Recruiting & Team Building Expert

Managing Director, Entrepreneurship Ventures Inc.

Human Capital Partner (1999 – 2008), Atlas Venture London, Paris, Munich, and Boston

With GUEST SPEAKERS:

Mark RADBURND

General Manager, GE Energy, formerly Commtest

Ken STEVENS

Chairman, Glidepath

CHRISTCHURCH:

14 & 15 February 2013

AUCKLAND:

20 & 21 February 2013

"...The 'Global Sales Strategies' workshop was the most influential course I have ever attended. We use the Ken's techniques daily and they have provided the backbone for seven years of consecutive growth of our company. We spread this training around our senior executives, and next year it will be the fourth time we will participate in the workshop." —

-Stuart Lewis, CEO, Broadcast M.A.P. Limited, Auckland



Effective Sales is Mission Critical

Improving the effectiveness of sales management processes, and the overall speed of decision making in young Kiwi 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.

... "The reason to attend a Ken Morse seminar is quite simple: he effectively explains how to make money with your product. For lots of us engineers it is easy to create the most beautiful technologies, but we fail desperately when they try to sell them in the global market. Ken exactly pinpoints the essential key factors that are needed to have people want to buy your solution."__

-Joeri Post, Managing Director, DelltaTech Pty Ltd, Rotterdam, The Netherlands

...."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

... "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, Course Instructor

.. "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

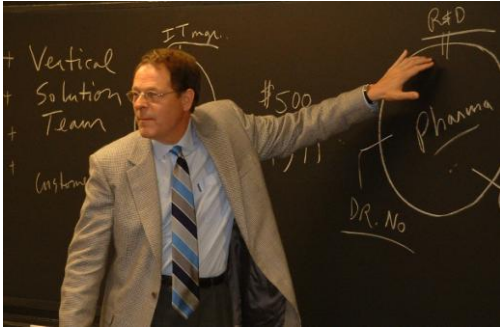
... "Everyone wants to eat meat, but there are very few consistently successful hunters."__

- Jim Brown, NFL Hall of Fame

This course is designed to enable entrepreneurs, CEOs and their 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 entrepreneurs, 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 of fast growing companies as well as "live" exercises with real time feedback.



Kenneth P. Morse

- **Serial Entrepreneur & Angel Investor**
- **Visiting Professor, ESADE Business School**
- **Founding Managing Director, (1996 – 2009)
MIT Entrepreneurship Center**
- **Chair in Entrepreneurship, Innovation and
Competitiveness, (2006 – 2011),
Delft University of Technology**
- **Chairman & CEO, Entrepreneurship Ventures Inc.**
- **National Advisory Council on Innovation &
Entrepreneurship (NACIE), Washington**
- **Member, Telefónica Disruptive Council**
- **Member, Citi SFS Advisory Board**
- **MassChallenge, Board of Advisors**
- **Commercialisation Advisor, Scottish Enterprise**
- **New Zealand GNS Science, External Expert Panel**
- **Bachelor of Science, MIT**
- **MBA, HBS**

Ken has been a high performance leader in global high tech sales and sales management for 35+ years.

... "Ken has spent a lot of years doing the exact same thing we're all trying to do - taking companies global. A lot of brochures make the content sound good but fail to deliver - Ken delivers!"__

- Mike Dennehy, CEO, Vision Software, Mount Maunganui

More than 500 Kiwi CEOs and Sales Executives have attended the 'Global Sales Strategies' Workshops during the past ten years Ken has been coming to New Zealand to help ambitious B2B tech companies achieve their true global potential.

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 Europe and the Middle East. 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.

In the thirteen years (1996 – 2009) that Ken served as Founding Managing Director of the [MIT Entrepreneurship Center](#), the number of students taking Entrepreneurship Courses increased from 220 to 1,600 per year while the number of professors grew from 3 to over 36. He conceived and led the weeklong [MIT Entrepreneurship Development Program](#) (EDP), which over the past ten years trained more than 1,000 global entrepreneurs in an intensive on campus executive education program. Almost 100 Kiwi CEOs have attended the EDP. Ken was named "Education All Star" by "Mass High Tech" magazine, and was a member of the MIT Enterprise Forum Global Board (2009 – 2011).

Currently, Ken is Visiting Professor at the [ESADE Business School](#) in Barcelona. Ken also serves on the [National Advisory Council on Innovation and Entrepreneurship](#) of President Obama & Secretary Locke (Washington) which conceived and launched "Startup America" and the "JOBS Act", which received strong bi-partisan support. He is also a member of the Council on Foreign Relations (New York City).

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 worked directly for 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 was based in Beijing for five years during the latter half of the Cultural Revolution. Since returning to the US in 1980 when he joined in founding 3Com Corporation, he has focused on building global technology-based businesses.

Entrepreneurship Ventures convenes an experienced team of practitioners to deliver Entrepreneurial Skills Development workshops in Québec, Europe (Spain, Scotland, Romania, Norway), the Middle East (Lebanon, Jordan, Saudi Arabia, Syria, UAE) as well as Pakistan and New Zealand.

In the US, Ken serves on Citibank's SFS Advisory Board and is on the Board of Advisors of [MassChallenge](#) and [Cogito Corporation](#). He also advises several MIT Spin-offs including FloDesign Sonics Inc., [HubSpot Internet Marketing](#), Cambrian Innovation, peerTransfer, and Terrafugia.

Elsewhere, Ken is a member of Telefónica Disruptive Council, the New Zealand GNS Science External Expert Panel, and is a Commercialisation Advisor to Scottish Enterprise. He serves on the Board of Advisors of several ambitious global start-ups, including Denkwerk GmbH in Germany; Zylinc A/S in Denmark; Izon Science Ltd in New Zealand; Naseeb Networks and Sofizar in Pakistan, and Fiabee, Indisys and Invenio in Spain.

Ken speaks fluent French and some Chinese. He is a member of the Cercle Royal Gaulois Artistique & Littéraire in Brussels. When he is not helping young companies to succeed, Ken enjoys sailing his 50-year old wooden boat with his family around Cape Cod.



Laura Barker Morse

- Managing Director, Entrepreneurship Ventures Inc., Boston, MA, USA
- 2009 Co-instructor with Prof. Diane Burton at MIT Sloan School: “Designing & Leading the Entrepreneurial Organization”
- Human Capital Partner, Atlas Venture (1999 – 2008)
London, Paris, Munich, and Boston
- Former Senior executive with S.W.I.F.T. sc, Belgium
- Prior twenty years as a Partner with Leading Global Executive Search Consultancies:
Russell Reynolds Associates and Heidrick & Struggles in Chicago, Boston, and Brussels
- B.A. and graduate work, University of Iowa,
Elected to Mortar Board

Laura Morse has deep experience in strategic human capital issues including recruitment, organizational development, and total reward and compensation systems.

... “I have worked with Laura for years on numerous engagements for Atlas Venture’s portfolio companies and she is the best advisor to entrepreneurial firms and their management teams in the HR arena that I have ever worked with. Laura is sharp, insightful, highly knowledgeable and able to balance multiple, competing interests. She is also a true pleasure to work with.” —

- Jack Connell, CEO, DolmatConnell & Partners, Boston, Ma, USA

Laura Barker Morse started Entrepreneurship Ventures Inc., a consulting and coaching practice, in 2008 in response to requests from startups in Scotland, Spain, Québec, and the Boston area. From 1999 - 2008, Laura was Human Capital Partner at Atlas Venture, the largest transatlantic early stage technology venture capital firm. She worked closely with Atlas portfolio companies in Europe and the US on strategic human capital issues including recruitment, development, and reward systems. She acted as her firm’s senior human resource professional and as liaison with consultants and preferred providers of recruitment, compensation, and human resources.

Prior to joining Atlas Venture, Laura worked in Brussels for S.W.I.F.T. sc, the global financial telecommunications consortium, where she reported to the CEO during a strategic reorganization and led management planning, worldwide recruiting and expatriate services. Laura recruited over 250 European and Asian executives.

Before that, Laura spent twenty years in technology executive search with Russell Reynolds and Heidrick & Struggles. She joined Russell Reynolds in 1977 in Chicago and helped open their Boston office in 1981. As Managing Director and global Practice Leader of the Venture Capital practice, she worked worldwide with venture firms and their portfolio companies. In 1991, she joined Heidrick & Struggles as a Partner in their Technology practice, relocating to their Brussels office in 1992.

Laura is a graduate of the University of Iowa where she was elected to Mortar Board. She is a frequent speaker on recruiting, team building, and career planning at workshops around Europe, and also leading business schools including Solvay (Belgium), Harvard Business School, and MIT/Sloan.

Laura served for ten years as a Trustee of The Computer Museum, and is currently a Trustee of the Museum of Science (Boston), and a Trustee of the Mass General Hospital Physicians Organization. She is a member of Hestia, a charitable giving circle and the Steering Committee of the Women’s Cancers Program Executive Council of the Dana Farber Cancer Institute. Laura currently serves on the Board of Advisors of Aura Biosciences, a nanotechnology biotech start up, and Fiabee, a Barcelona-based software startup, and also advises other tech start-ups in Barcelona, Scotland and Boston.

... “Laura Barker Morse is one of the true worldwide experts in the field of Human Capital. As Chairman and/or CEO of multiple Atlas Venture portfolio companies, I rely on Laura’s expertise when it comes to critical HR matters including recruitment of executives and board directors, executive compensation analysis, and the creation and implementation of retention or bonus programs. With 30+ years of worldwide experience in the field, Laura’s coaching gets directly to the matter at hand and consistently provides unique perspectives for a quick resolution.” —

- Gerald W. Wesel, Former Chairman, ORTHEGON Networks, Bath, UK and Ellacoya Networks Inc., Merrimack, NH, USA

TOPICS, CASE STUDIES, EXERCISES, and PARTICIPANTS PRESENTATIONS

1. Framework and Definition of High Value 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 example: Global Strategy of Spotfire, a Swedish Start-up
- Case Example: Meridio of Belfast goes Global

3. Elevator Sales Pitch Exercise: Communicating Your Value Proposition in a Live, Competitive Network

- Entrepreneurs, Top Business Executives, Angel Investors, VCs

4. Focusing on Customer Value

- Quantifying the Benefits
- Communicating Value
- Listening

... "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

5. 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

7. Recruiting, Motivating, and Building a World Class Sales Team

8. Business Plans that Raise Money

9. Critical Success Factors in Entrepreneurship

10. Group Exercises and Presentations of the Value Proposition

...*"I enrolled in 'Global Sales Strategies' workshop expecting to come away with one or two nuggets of wisdom. The number of insights I gained from spending two days with Ken was actually overwhelming and left me buzzing for days. Applying what I learned at this course, both professionally and personally, added immediate value to who I am and what I do. Do not miss the opportunity to learn from Ken!"*__

- Barry Woolcott, Executive Director, Jacobsen Creative Surfaces Ltd, Auckland

AGENDA OF THE PROGRAMME for CHRISTCHURCH

DAY 1: Thursday, 14 February 2013

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|------------------------|---|
| 09:00 - 09:15 | <i>Registration and Networking</i> |
| 09:15 - 09:30 | Address of Welcome. Thanks to the Sponsors |
| 09:30 - 10:45 | Framework and Definition of High Value Sales, Sales Management, and Building Predictable Strategic Customer Relationships |
| 10:45 - 11:00 | <i>Break</i> |
| 11:00 - 12:15 | Example: Quantifying the Customer Value Proposition Definition of an Effective Elevator Sales Pitch |
| 12:15 - 12:30 | Selected Participants Practice Their Elevator Pitch |
| 12:30 - 14:00 | <i>Lunch</i> |
| 14:00 - 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 |
| 15:15 - 15:30 | <i>Break</i> |
| 15:30 - 16:15 | Managing a Global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance |
| 16:15 - 17:15 | Communicate your Value Proposition to CEOs of Prospective Customers: Define and Practice your Elevator Sales Pitch |
| 17:15 - 17:50 | Local Case Study by Guest Speaker: Mark Radburn, General Manager, GE Energy, <i>formerly Commtest</i> |
| 18:00 - onwards | Networking Reception and Live Graded Elevator Sales Pitch Exercise with Top Executives and Potential Customers. |

DAY 2: Friday, 15 February 2013

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|----------------------|---|
| 09:00 - 09:15 | <i>Welcome Coffee and Networking</i> |
| 09:15 - 11:15 | 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. |
| 11:15 - 11:30 | <i>Break</i> |
| 11:30 - 12:30 | Recruiting, Building, and Motivating a World Class Sales Team |
| 12:30 - 14:00 | <i>Lunch</i> |
| 14:00 - 15:15 | The Close: Completing the Sale |
| 15:15 - 16:00 | Wrap Up: Conclusions, and Presentation of Certificates. |

AGENDA OF THE PROGRAMME for AUCKLAND

DAY 1: Wednesday, 20 February 2013

- 09:00 - 09:15** *Registration and networking.*
- 09:15 - 09:30 Address of Welcome. Thanks to the Sponsors
- 09:30 - 10:45 Framework and Definition of High Value Sales, Sales Management, and Building Predictable Strategic Customer Relationships
- 10:45 - 11:00** *Break*
- 11:00 - 12:15 Example: Quantifying the Customer Value Proposition
Definition of an Effective Elevator Sales Pitch
- 12:15 - 12:30 Selected Participants Practice Their Elevator Pitch
- 12:30 - 14:00** *Lunch*
- 14:00 - 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
- 15:15 - 15:30** *Break*
- 15:30 - 16:15 Managing a Global Sales Organization in Tough Times: Critical Accounts, Compensation, Motivation, Q-to-Q Performance
- 16:15 - 17:00 Communicate your Value Proposition to CEOs of Prospective Customers: Practice your Elevator Sales Pitch
- 17:00- 17:15 Practice your Elevator Sales Pitch
- 17:15 - 17:50 Local Case Study by Guest Speaker: Ken Stevens, Chairman, Glidepath
- 18:00 - **onwards** Networking Reception and Live Graded Elevator Pitch Exercise with Top Executives and Potential Customers.

DAY 2: Thursday, 21 February 2013

- 09:00 - 09:15** *Welcome Coffee & Networking*
- 09:15 - 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.
- 11:00 - 11:15** *Break*
- 11:15 - 12:30 Recruiting, Building, and Motivating a World Class Sales Team
- 12:20 - 14:00** *Lunch*
- 14:00 - 15:30 The Close: Completing the Sale
- 15:30 - **16:00** Wrap Up: Conclusions, and Presentation of Certificates.
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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 value 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 ambitious CEOs and top sales executives of high potential, high growth, technology-based B2B companies:

- who are committed to improving long term customer relationships by enhancing the value delivered, and
- who write a compelling application explaining why they want to attend, and how they will apply the lessons learned in their job or venture, and
- who submit a **complete online registration** form with electronic photo, full company & contact details, and motivation to attend at www.entnz.com, and
- who obtain a confirmation of registration, and pay the Fees in advance.

... "I recently spent two insightful days on Ken's Global Sales workshop in London and he was on excellent form as he shared his knowledge and expertise in this field. His ability and determination to continually challenge your ideas inspires you to sharpen your focus on some of the key strategies to adopt as you approach and execute in sales. In particular, the art of knowing your customers, promising and delivering on commitments, and how to shape a deal that both fits for your customers and delivers on the deal for you. If you've attended any of Ken's courses and you are an entrepreneur focussed on total global domination within your chosen market, then find the next available course and register!" __

-Jackie Smith, ICEflo Client Services Director, Agenor Technology Ltd, Melrose, UK

Tuition Fee

■ The Fee for the two-day workshop is **NZ\$ 800 + GST** per person and **NZ\$ 700 + GST** per person when registering with **2 or more executives** from the same company.

*** EARLY BIRD ***

Register before **01 December 2012**, and pay **NZ\$ 700 + GST** pp.

The Tuition Fee includes:

1. Networking Reception and Cocktail with special invited guests:
 - Leaders of the Entrepreneurial and Business Community
 - Executives of the local Innovation Ecosystem
 - Successful “Alumni” from previous Courses and Programs
 - Mentors, Business Angels and Venture Capitalists
2. Course Book with all Case Studies and Presentations
3. Photo Book of Attendees, with full contact info for future networking
4. Lunch and Cocktail on DAY 1, Lunch on DAY 2, plus continuous Beverages and Snacks.

... "Ken's 'Global Sales Strategies' 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, Strategic Marketing Manager, Hewlett-Packard, Barcelona, Spain

Registration

To register, go to www.entnz.com and complete the on line form

** Confirmation of a place is subject to terms and conditions found on the previous page, and on the website.*

Registration Deadline:

CHRISTCHURCH: 10 February 2013

AUCKLAND: 16 February 2013

Workshop Language

English

Course Materials

- “Critical Success Factors in Entrepreneurship” by John Preston
- “Spotfire” Case from HBS with Discussion Papers
- Extensive Lecture Materials, including ROI Case Study
- Criteria for Grading and Evaluating Elevator Sales Pitches
- Building a World Class Sales Team
- Fast Company Article on HP

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Workshop Locations

In **AUCKLAND**, the workshop will be held in the **Deloitte Offices**, 80 Queen Street Auckland, 1010.

In **CHRISTCHURCH**, the workshop will take place in the **Balmerino room** at the **Riccarton Racecourse**, Racecourse Road, Sockburn, Christchurch City.

... ” I can frankly say the Ken Morse Global Sales Strategy Workshop that I attended at the beginning of the year has had a measurable impact on our sales revenue and pipeline. Ken Morse is a ‘real world’ practitioner of what he teaches and his stories and anecdotes are priceless. Our company has adopted his ideas and we regularly review the workbook provided at the workshop. I would add that the collaboration and networking with other Queensland ICT firms was invaluable to discuss sales experiences generally.” __

- Brian Clark, CEO & Principal Consultant, WebRaven Pty Ltd, Queensland, Australia

... “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 selling, you need them to meet Ken.” __

- Steven Grandchamp, President & CEO, OpenLogic, Inc. Broomfield, CO, USA

General Info and Contact Address

For general information and questions, you may e-mail Anny at [<anny@entnz.com>](mailto:anny@entnz.com).

...“The Global Sales Strategies for Ambitions Entrepreneurs” workshop was the most fabulous course for international commercialisation I have ever attended since we commercialised our business with parallel grants and support from Scottish Enterprise and Innovation Norway. It is also the most engaging and inspiring, and so very well organised.” __

- Hans Myrhaug, Director, AmbieSense Ltd, Aberdeen, UK

... “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, 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. In fact, the teachings of the course, and the relations we built there, were instrumental in our raising another round of funding from toptier VCs, at an attractive stepped-up valuation.” __

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