

Wednesday 20 January	Thursday 21 January	Friday 22 January
<p>09.15 - 09.30</p> <p>Course introduction Course team</p> <p>09.30 - 10.30</p> <p>What to sell? Definition of the product you want to sell depending on the technology readiness level. Antonio Parada, CEO, Fairjourney Biologics, Portugal</p>	<p>09.00 - 10.15</p> <p>Convincing the customer Once you have raised interest, it is on you to deliver convincing arguments, giving your counterpart the chance to sell your technology within her/his organization. Robert Marshall, Independent Training & Coaching Professional on negotiation, conflict resolution and communication skills, Robert Marshall & Associates, United Kingdom</p>	<p>09.00 - 10.30</p> <p>Emotional selling When facts are scarce, what else can you use to enhance your sales rate? Marta Catarino, Director, TecMinho, University of Minho, Portugal</p>
10.30 - 11.00 COFFEE BREAK	10.15 - 10.45 COFFEE BREAK	10.30 - 11.00 COFFEE BREAK
<p>11.00 - 12.00</p> <p>Whom to sell to? Finding the right group of potential business partners between big industry, SME's, start-ups and brokers. Jeff Skinner, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom</p> <p>12.00 - 13.00</p> <p>Drafting a technology offer What are the essentials of a technology offer and how they need to be designed to fit the specific media and distribution channels. Marck Lumeij, Innovation Manager & Patentscout, RWTH Aachen, Germany</p>	<p>10.45 - 11.45</p> <p>What makes you a successful salesperson? Personality analysis and skills of a successful sales person. Egenhard Link, Consultant, Links innovation, Austria</p> <p>11.45 - 13.15</p> <p>Sales Exercise & Pitch Training 1 Group exercise based on your own technology with feedback from the group. Martin Raditsch & Anja Zimmermann</p>	<p>11.00 - 13.00</p> <p>Building your sales network Sales is not a one-time event. Even if the first pitch failed, you added value to your network. How to build and strengthen your network? Karl-Heinrich Hahn, Former BASF SVP Central Research, since July 2015 retired, Germany</p> <p>13.00 - 13.15</p> <p>Wrap up Course team</p>
13.00 - 14.00 LUNCH	13.15 - 14.15 LUNCH	13.15 - 14.15 SANDWICH LUNCH
<p>14.00 - 15.30</p> <p>Drafting your own technology offer Drafting your own technology offer based on a technology you have brought with you. Boiler plates may ease your life. Martin Raditsch, Managing Director, InnovationLab GmbH, Germany & Anja Zimmermann, Equity Management & Valuation, Ascenion GmbH, Germany</p>	<p>14.15 - 15.30</p> <p>Power pitch Ingredients for the successful phone or elevator pitch. Antonio Parada</p> <p>15.30 - 16.15</p> <p>Sales Exercise & Pitch Training 2 Group exercise based on your own technology with feedback from the group. Martin Raditsch & Anja Zimmermann</p>	<p>COURSE ENDS</p>

15.30 - 16.00 COFFEE BREAK	16.15 - 16.45 COFFEE BREAK	
<p style="text-align: center;">16.00 - 17.15</p> <p>Feedback on the technology offers Individual feedback on the technology offers for different media. Martin Raditsch & Anja Zimmermann</p> <p style="text-align: center;">17.15 - 17.30</p> <p>Round up of day 1 Course team</p>	<p style="text-align: center;">16.45 - 17.30</p> <p>Sales Exercise & Pitch Training 2 continued Group exercise based on your own technology with feedback from the group. Martin Raditsch & Anja Zimmermann</p> <p style="text-align: center;">17.30 - 17.45</p> <p>Round up of day 2 Course team</p>	
19.00 NETWORKING DINNER		