Seminar Leaders:

Gil Gruber is the founder of Direct Objective, a consultancy group that specializes in strategic marketing and International Development. Gil has over 20 years of experience in marketing technology. His career has emphasized building marketing efforts that create revenues with new products, new alliances, and new distribution channels. Gil has worked with startup companies, Small-Medium Enterprises and large corporations worldwide such as Ericsson, Microsoft, IBM, AT&T and Toyota.

Dr. Karl Moore joined McGill's Faculty of Management in autumn 2000, where he teaches graduate courses in globalization and high tech marketing. He has taught extensively in executive education and MBA programs in North America, Europe, Asia, Australia and Africa with leading universities including: Oxford, LBS, Cambridge, Duke, the Drucker School, the Rotterdam School of Management, ENPC and the Helsinki University of Technology. Karl worked for 12 years in sales and marketing management positions with IBM, Bull and Hitachi. He consults widely in high tech with firms including: Nokia, HP and IBM and a number of high tech start-ups.

Marketing Technology Products *NEW*

Learn how to build the marketing building blocks to increase lead generation for technology products and facilitate the sales process.

Overview

This seminar will help you developing the strategy and tactics for effective and successful sales of technology products. You will be exposed to real-life dilemmas that every technology company may encounter. You will learn how to build a marketing mix with clear ROI, arm your salespeople with tools that shorten their sales cycle and facilitate the process of opening doors. The program combines practical and theoretical sessions that will demonstrate what works in technology marketing, when to use it and how to apply it.

Key Benefits & Takeaways

You will improve your marketing skills and learn how to:
- Reach crucial information about your competition
- Identify key factors that influence your technology product positioning
- Coordinate your marketing mix with your technological core competence
- Create brand awareness with a successful technology launch
- Create sales channels and shorten your sales cycle
- Form alliances to leverage your technology and increase market recognition
- Develop customer technical support plan to ensure loyalty
- Validate the effectiveness of your marketing campaign

Who Should Attend

- Professionals facing the challenge of introducing a technology product to the market;
- Experienced marketers who have no experience in marketing technology products;
- Marketing newcomers who must rapidly grasp and apply key tactics;
- Product managers, product marketing specialists, sales executives and customer service managers who work tightly with the marketing team;
- Executives in non-marketing positions (e.g. R&D, operation, finance, HR) who are required to interact with the technology marketing function;
- Entrepreneurs launching a new technology product, service or company.

Program Content

This practical program uses real case studies that demonstrate how to overcome the challenge of marketing technology products. Participants will discuss marketing challenges experienced throughout the product life cycle. You will have an opportunity to apply tools and tactics to assess different strategies to acquire new clients.

Pre-Seminar Preparation
In order to benefit most from the seminar, we encourage an interactive atmosphere in the class. Moreover, participants are encouraged to bring real-life situations that can be discussed in the classroom.

Day One

Introduction to Technology Marketing
- The nature of technology life cycle
- What are the domains of value in technology marketing?
- What is the decision process of the technology client?

Technology Product Launch
- Does your technology serve as a competitive advantage?
- What is your penetration strategy?
- How to develop and implement a focused message?
- Are you ready for the launch? Verify the launch checklist
- How one assesses the success of a product launch?

Day Two

Lead Generation Programs
- Lead Generation Programs for technology products
- Parameters for selecting the program that better fit your product
- What are the methods to qualify leads?
- Monitoring and measuring lead results

Accelerating Sales
- Develop sales tools that facilitate the sales process
- The relationship between brand awareness and sales
- Technology distribution structures
- The impact of strategic partnerships – good or bad?

Program dates:
October 25 - 26, 2004
March 7 - 8, 2005

Time: 9:00 am to 5:00 pm

Fee: $1500.00
Plus applicable taxes. Includes program fee, all educational materials and learning tools, continental breakfast, coffee breaks and lunches.

Register early
To ensure an optimal learning experience for our participants, many of our seminars are limited in size. Please register early to guarantee your place. Dates, fees, faculty, and course content are subject to change.

Register a colleague and save!
Once five participants from the same organization have completed any of our seminars in the same academic year, the sixth participant attends for free!

Cancellation policy
Program fees must be received in full before the start of the seminar. In the event that you are unable to attend a seminar in which you have registered, you will be granted, at no cost, one transfer to another session within the calendar year. Should circumstances make it necessary for you to cancel your enrolment, you will be charged a $250 administration fee. If no notice is provided by the start of the program and you fail to attend, full tuition will be charged. A qualified substitute will be accepted in place of a cancellation.

Register by:
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    1 888 419 0707

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