

Basic tools for successful sales and business development

Time and Place

Tuesday, July 17, 2018, 09:00 a.m. – 05:30 p.m.

Bio^M Biotech Cluster Development GmbH, Am Klopferspitz 19 a (IZB West II, 3. OG), 82152 Martinsried

Content

Markets, technologies and customer requirements are changing ever faster. If you want to ensure the success of your own company, you must therefore constantly review your business models and systematically think about expansions and alternatives.

The tasks of a business development manager (in the pharmaceutical industry and biotechnology) are diverse: developing innovative business ideas, opening up new markets and business fields, and establishing and expanding customer relationships and sales potential.

In this workshop you will gain the decisive know-how to master the demanding tasks of a business development manager.

Main topics

- Business development concepts
- Segmentation of the market
- Creating of customers profile
- The value proposition and the USP
- How to handle/get the most out of a meeting

Goal

You will learn methods and instruments that support you in your daily work as a successful business developer.

Target group

Members of the executive board, business development managers, marketing and sales management, product managers, management and employees of corporate planning, managers who are involved in the development of new business fields

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Speakers

Severine Tamas-Lhoustau: With Masters in Biotechnology from INSA-Toulouse, Severine has 20 years+ experience in the Life Science market. She has held various positions within Biacore (now GE Healthcare) with increasing responsibility for introducing a revolutionary technology in the market. She has been with Biacore from the start-up days to post IPO status. In 2006, Severine co-founded the Business consulting firm Novoptim and has established within Novoptim a systematic and structured methodology to support start-up companies accessing their target markets rapidly and generating sustainable business.

Ramin Chaybani: Ramin has a Phd in Molecular Biology from Paris University. He has held various sales and BD positions within international companies such as GE, Kodak and Affymetrix. He is passionate about introducing innovative technologies into the market and help young companies grow their business rapidly. He has co-founded Novoptim in 2006 and has since supported many start-up and more mature companies in reaching out to their target markets.

Registration

Electronic registration under: www.bio-m.org/businessdevelopment

Registration fee: 150 Euro (+ VAT) for Academia, 250 Euro (+ VAT) for Industry

You are invited to communicate topics of interest before the workshop.

Participants of the WS have the opportunity to follow-up their specific needs on the next Day (18.07.) with short 1 to 1 meetings about their company.

Organisation

Dr. Andreas Berghammer

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- 8:45 am *Registration*
- 9:55 am *Welcome*
Dr. Andreas Berghammer, Bio^M Biotech Cluster Development
- 9:00 am **General introduction**
- Presentation of the participants and topics of interest
 - General introduction and objectives of the day
- 9:15 am **Introduction to the business development concepts**
- Layout the ground and present a few case studies to highlight challenges and issues facing a BD professional
- 9:45 am **Where are your customers?**
- Introduction to market segmentation - Workshop: "Market segmentation"
- 10:45 am *coffee break*
- 11:00 am **Who are your customers?**
- Introduction to customers profile - Workshop: "Customer profile"
- 12:15 pm *lunch break*
- 1.15 pm **What is unique about your technology?**
The value proposition and the USP: what is it and how?
- Introduction to the concept of value proposition - Workshop: "The value proposition"
- 2.30 pm *coffee break*
- 2:45 pm **The essentials to present your company and technology**
- Introduction to pitch and corporate slide deck
- 3.15 pm **How to handle/get the most out of a meeting**
- Interactive session on Do's and Don'ts before, during and after the meeting
- 4:45 pm **Summary of the day**
- Put the tools in perspective of the sales process and explain how to drive the cycle
- Questions and answers**
- 5:30 pm *end*