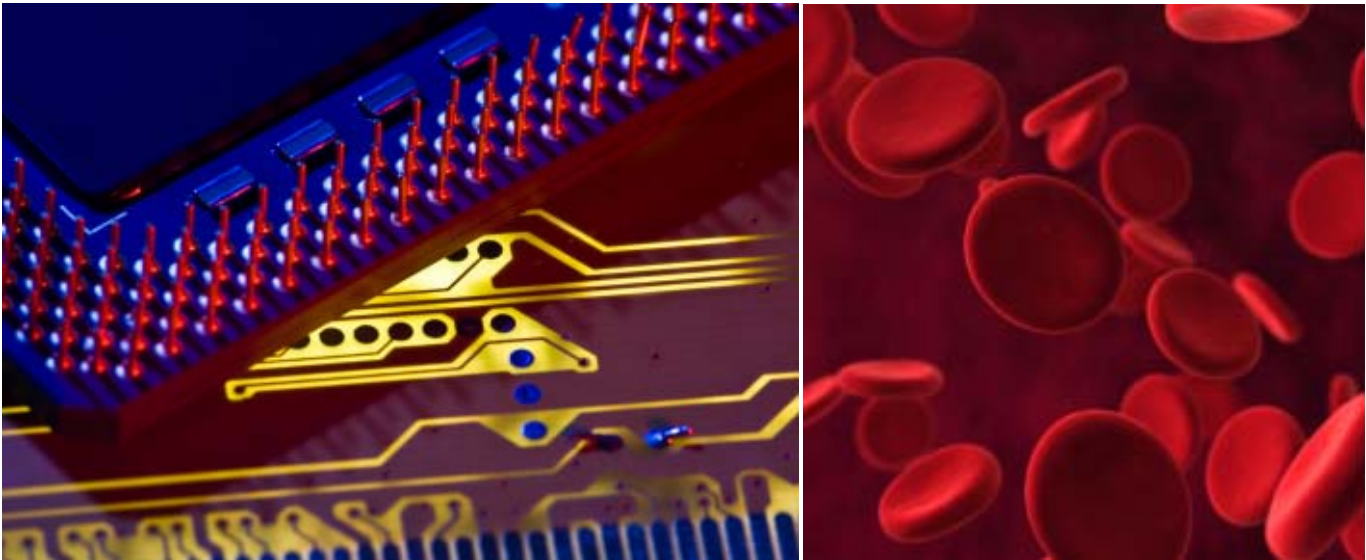


Strategic Marketing of Technology & Life Science Products & Services



Creating the Market-Driven Organization

A THREE-DAY EXECUTIVE COURSE

Nov. 28-30, 2007

8 a.m. to 5 p.m.

University of Missouri-Columbia
Columbia, MO 65211

Course Leader
Chris Halliwell

UNIVERSITY OF MISSOURI
U Extension

U.S. Small Business Administration
SBA
Your Small Business Resource

Missouri
Small Business
& Technology
Development
Centers
**University
Center**
for Innovation and
Entrepreneurship

Business Issues Addressed

Attend this course to get answers to tough strategic marketing challenges that face cross-functional teams, such as:

- How to pinpoint opportunities to establish competitive advantage.
- How to use voice of the customer (VOC) techniques to create innovative solutions.
- How to focus on your highest value opportunities versus trying to satisfy a wide range of customers with thinly stretched resources.

Strategic Marketing of Technology and Life Science Products and Services provides a practical team approach to getting your resources aligned and focused on growth. You'll get the insight you need to compete from our industry-experienced instructor sharing results-oriented, best-in-class tools.

This course will help you gain market advantage and become better positioned than your competition to grow by providing proven techniques for:

- Selecting market targets that are motivated to fully deploy your technology and can strongly influence others to buy.
- Reducing the time it takes for engineering and marketing to define and implement winning solutions for target markets.
- Identifying the specific product, service and relationship achievements necessary to beat the competition.
- Creating a structured VOC interaction with customers that allows them to articulate important unmet business technical needs.
- Harnessing the power of community using social media tools.

This workshop uses examples from industries such as manufacturing equipment, medical devices, networking services, semiconductors and other systems to illustrate business-to-business marketing issues.

- Each person attending this course will receive the book *Crossing the Chasm* by Geoffrey A. Moore.
- Participants become premiere members of the Technology Marketing Center, an online community for professionals sharing their experience in creating market-driven organizations and applying course concepts.
- Participants are encouraged to select one of their products for the course exercises.
- Participants are invited to attend a dinner the first evening of the course, providing an opportunity to share information and ideas with the instructors and other participants.

These programs are funded in part through a cooperative agreement with the U.S. Small Business Administration. Programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested. Call 573/882-7096.

Course Content

DAY ONE: Creating a Comprehensive Product Strategy

Using the Whole Product Concept

- Understanding the power of the customer's point of view.
- Writing a customer problem statement.
- Defining a competitive, total solution to the customer's problem.
- Packaging market partners' solution elements.
- Responding to the differences in solution requirements of different segments and buyers.

Summary: The customer's point of view is the source of competitive advantage.

Exercise: Write a customer problem statement.

Defining a Solution Strategy

- Defining and measuring competitive differentiation.
- Prioritizing solution vectors and elements.
- Aligning core technology development to customer success metrics.
- Meeting competitive cost-of-use benchmarks.
- Identifying unique value to prevent price erosion.
- Putting it all together into a statement of competitive solution metrics and strategy.

Summary: Defining solution metrics will motivate your team and allow members to measure your competitiveness.

Exercise: Write a solution strategy statement.

DAY TWO: Identifying Opportunities for Growth

Listening to Customers

- Making the case for cross-functional participation in the listening process.
- Planning a structured program of customer visits.
- Ensuring an open-ended discussion.
- Overcoming listening challenges in Asia.
- Documenting and synthesizing what you learn from customers.

Summary: When marketing and development listen to customers as a team, they define more competitive solutions faster.

Course Leader

Chris Halliwell is an independent consultant providing business-to-business strategic marketing services to technology-based companies. She has worked with numerous companies including Analog Devices, Cisco Systems, IBM, International Rectifier, Intuitive Surgical, Johnson Electric, Philips, Siemens, St. Jude Medical and Veeco Instruments. She has mentored several new technology companies in areas such as image sensors and broadband networking. She makes frequent presentations of marketing concepts to companies such as Baker Hughes, Medtronic and Schneider Electric.

Previously, Ms. Halliwell was a managing partner with Regis McKenna, Inc., where she led the networking and semiconductor partners and practice groups. Before that, she held a variety of marketing positions at Intel, ultimately directing corporate strategic marketing functions.

Ms. Halliwell has been a guest lecturer in marketing and entrepreneurship at Caltech, the University of California, Berkeley and Cal Poly San Luis Obispo. Her degrees from the University of California, Los Angeles, include a master's in information services and a master's in business administration in marketing from The Andersen School.

DAY TWO: continued

Prioritizing Market Targets

- Identifying opinion leaders and influencing communities in the market and using them to speed sales.
- Transferring the implications of the L-shaped early market to your engineering, marketing and sales priorities.
- Using portfolio analysis and the technology adoption model to rank growth opportunities.
- Charting a map of your market, by use or application, and by user community.
- Ordering segments for solution definition.

Summary: Winning a market is like winning a war -- first you need a map of the territory.

Exercise: Create your market map and how you will take territory.

DAY THREE: Beating the Competition

Achieving Competitive Advantage

- Getting started with an environmental scan.
- Selecting and implementing one of four fundamental competitive maneuvers.
- Focusing the market's agenda on your competitive differentiation.
- Establishing the ultimate competitive weapon: market leadership.
- Using online social media tools to reinforce your market leadership.

Summary: The secret to beating competition is brutal self-analysis and aggressive campaign execution.

Exercise: Explore the Technology Marketing Center.

Who Should Attend?

These management issues are critical to executives responsible for leading or coordinating the activities of marketing, technical support and engineering functions in technology and life-science organizations.

We recommend team participation from companies, including executives from general management, marketing, sales and engineering.

Create winning product and service strategies. Learn how to align marketing, engineering, science and sales so they can focus on growth opportunities to achieve competitive advantage.

Register Me Today!

Fax: 573/882-9931
Mail: University Center for Innovation and Entrepreneurship
W1026 Lafferre Hall -- College of Engineering
University of Missouri-Columbia
Columbia, MO 65211
Phone: 573/882-7096
Email: paulsellm@missouri.edu

Registrants will immediately receive a fax acknowledging enrollment. One month prior to the course, participants will receive a confirmation letter containing further details, including location, parking pass and directions. Attire is business casual.

Course Location: Reynolds Alumni Center, University of Missouri-Columbia, Columbia, MO 65211.

Schedule

<u>First Day</u>	Registration and continental breakfast	8:00 a.m.-8:30 a.m.
Wednesday	Course	8:30 a.m.-12:00 p.m.
Nov. 28	Lunch	12:00 p.m.-1:00 p.m.
	Course	1:00 p.m.-4:30 p.m.
	Dinner	5:30 p.m.
<u>Second Day</u>	Registration and continental breakfast	8:00 a.m.-8:30 a.m.
Thursday	Course	8:30 a.m.-12:00 p.m.
Nov. 29	Lunch	12:00 p.m.-1:00 p.m.
	Course	1:00 p.m.-4:30 p.m.
	Dinner on your own	
<u>Third Day</u>	Registration and continental breakfast	8:00 a.m.-8:30 a.m.
Friday	Course	8:30 a.m.-12:00 p.m.
Nov. 30	Lunch	12:00 p.m.-1:00 p.m.
	Course	1:00 p.m.-4:30 p.m.

Payment: To pay by credit card, complete the registration form and fax to 573/882-9931. Please make checks payable to Curators of the University of Missouri, enclose the registration form, and send to the mailing address above at Lafferre Hall. **Payment must accompany registration.**

Course Fee: The course fee is \$2,000 and includes hotel, breakfast and lunch each day, dinner on the first evening, parking, and all course materials. Second participant from the same organization may attend for \$1,500. The fee is due by Friday, Nov. 9. If for some reason the course is not held, the University of Missouri will refund the course fee. Participants are responsible for travel to and from the course.

Transfers/Cancellations: In the event a participant must cancel, he/she may send a substitute. If no substitute is available, prior to Nov. 16, the University of Missouri will refund the entire course fee. After Nov. 16, refunds will be limited to 50 percent of the course fee. Refunds cannot be granted for cancellations made the day of the course.

Hotel Accommodations: Lodging will be provided at the Stoney Creek Inn, 2601 South Providence Road, Columbia, MO 65203. A block of rooms has been reserved under the name "UCIE Strategic Marketing Training." **Participants must make their own lodging reservations.** Contact the hotel at 573/219-5108. Request a room for the "UCIE Strategic Marketing Training." The rooms are being direct billed to the UCIE. Participants may need a credit card at check-in for incidentals. The registration fee covers the room charge only, and does not cover additional food, movies or other incidentals. To ensure your reservation, guarantee for late arrival.

Bring a colleague!!!! Duplicate the registration form for multiple reservations!

Registration Form

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University Center for Innovation and Entrepreneurship
University of Missouri-Columbia

Name: (Mr./Mrs./Dr.) _____

Title: _____

Company: _____

Address: _____

City/State: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Special Dietary Considerations: _____

Credit Card Payment

Please charge my: Visa Mastercard Discover

Name as it appears on card: _____

Billing Address: _____

Card Number: _____ Exp. date: _____

Cardholder's Signature: _____

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