

Contact to Contract

From Business Development to Client Relationship Management in the Contract Research Industry



ABSTRACT

With contract research volumes at an all-time high, CROs must match with equivalent talent and skill the professionalization of the sourcing function in the life sciences industry.

The current economic climate further enhances the need for optimal use of resources on both sides of the sourcing process.

This seminar will provide a valuable understanding of the mechanisms and psychology of the complex sale process, along with proven tasking schemes and practical work tools to improve effectiveness and increase yield.

These instruments are based on a wealth of experience dealing with buyers and sellers, but also on a thorough analysis of the best part of the literature that is presently available. Designed as a personalized event for a small audience, the interaction with colleagues and peers will be a crucial additional benefit.

TARGET AUDIENCE

- ◆ BD Managers, BD Associates with or without experience in the field who desire to improve their effectiveness
- ◆ Intermediate BD level managers with territorial responsibility who desire to expand their responsibilities
- ◆ BD directors looking for an exchange forum with colleagues and peers to improve their own coaching skills
- ◆ Executives in charge of the BD function looking for a framework development scheme to implement in their teams
- ◆ Non-BD managers, Directors and Executives who desire to emulate with BD professionals

OBJECTIVES

In this independent, sponsor-free seminar you will

Analyze, discuss and readjust your BD cycle for the complex sale to the life sciences industry

Learn from veterans, challenge your habits, share views and get impulses from peers and colleagues

Acquire a different view point, assess your own performance and improve your work-life balance

Build a lasting network of relationships with colleagues in the same market space

See all of this from a multicultural perspective



Seminar Details

The Seminar for Business Development Professionals in Contract Research Organizations

CONTENT

A continuum along The Complex Sale Process, practically organized in five sessions

1. **INITIATE:** Contact Management, Client Relation Management systems, from Clouds of Spurs to Beams of Leads
2. **GENERATE:** The Complex Sale Lead Generation, Lead Qualification, Lead Validation
3. **NEGOTIATE:** The Proposals & Contract Process, Organizing Task Forces, Creating and Maintaining Momentum
4. **ORCHESTRATE:** Mobilize the Negotiation Team, Prepare and Deliver Bid Defenses, Care and After Care of Closings
5. **VALIDATE:** Handing Over Without Losing Grip, Change in Scope Management, Recurrent Business, Network Nurturing, Partnering Paradigms

ITINERARY

The Seminar starts late on Monday to allow for travel. Please be sure to be present at the introduction session, 12:00 noon.

MONDAY, 4 MAY 2009

10:30 – 12:00	Welcome & Registration
12:00 – 13:00	Introductions & Buffet Lunch
13:00 – 15:30	Session 1: IDENTIFY
15:30 – 16:00	Coffee & Tea Break
16:00 – 18:30	Session 2: GENERATE
18:30 – 19:30	Networking
19:30 – 21:30	Formal Dinner

TUESDAY, 5 MAY 2009

08:00 – 08:30	Croissant Reception
08:30 – 10:30	Session 3: ORCHESTRATE
10:30 – 11:00	Coffee & Tea Break
11:00 – 13:00	Session 4: NEGOTIATE
13:00 – 14:00	Buffet Lunch
14:00 – 16:00	Session 5: VALIDATE
16:00 – 17:30	Feedback & Farewell Cocktail



FACULTY

Luc Opsomer MD, MBA

Driving growth by creating and nurturing relationships based on value propositions for CRO clients is an enjoyable and rewarding way of realizing one's potential, and implies the privilege of serving the just causes of a truly global community.

DRESS FOR SUCCESS

Proper business attire during the entire seminar, including lunches and dinner.

FITNESS

1200 sqm of fitness, health & beauty welcome you at the ASCARA SPA of the Kempinski Hotel Falkenstein. www.ascara-falkenstein.com

VENUE / ACCOMODATION / DIRECTIONS

Kempinski Hotel Falkenstein offers exceptional value for a preferential rate of € 195, including the breakfast buffet. Recommended to maximize your interaction with participants and faculty. Directions and bookings + 49-6174-900 www.kempinski-falkenstein.com



Registration Form

Please complete and fax to: +49-69-95-92-51-20

I wish to attend the Contact to Contract Seminar on Monday 4 & Tuesday 5 May 2009 in Falkenstein.

Last Name First Name

Job Title Company

Address City Zip

Country State

Office Phone Mobile Phone

E-Mail Dietary Requirements

PAYMENT

The seminar participation fee of Euro 1800,- plus 19% VAT if applicable should be paid in advance into our bank account (exclusive of transfer fees and currency exchange fees).

Bank : Deutsche Bank Koenigstein, Hauptstrasse 5, 61462 Koenigstein, +49-6174-9376-14

Account No. : 479425100

BIC / Swift Code : DEUTDEDBFRA

Bankleitzahl: 50070024 (for payments from Germany only)

Account Name: LEASED LEADERSHIP

Communication: Please include the name of the organization and the name of the participant(s)

We will send you a confirmation E-Mail and a "PAID" invoice as soon as we receive the payment. Our VAT ID is: DE 16500700240

CANCELLATION POLICY

If you cannot attend an event for which you are registered, please delegate a substitute. Substitutions are allowed at any time and no fees are imposed. Refunds will be made on written cancellations received up to fifteen working days in advance of the event but will be subject to a 10% handling charge. 50% will be deducted up to five working days in advance. Thereafter no refunds apply. No refund will be given for non-attendance.

DECLARATION

I accept the conditions concerning registration & cancellation as stated above. By registering, participants recognize that the organizers shall not be held liable if the conference is hindered or prevented by force majeure.

Place/Date

Signature

