



Selling for Tech Entrepreneurs: You know your product works - now how do you convince the world? (A Four-Part Teleconference Series)

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Session 1: Breaking Down “the Overwhelm.”

DATE: October 18, 2011
TIME: 10:00 AM to 12:00 PM

You've got the product, now what are the steps you need to take before you sell it? More preparation during this stage can help alleviate issues confronted in Session 2.

Topics to be covered by our speakers include:

- Market research
- Locating your competition
- How to gather personal sources of information
- Creating a plan
- IP protection and advice on how to avoid IP infringement

Session 2: Moving Beyond “the Fear.”

DATE: November 4, 2011
TIME: 2:00 to 4:00 PM

So you've got the product, you've done your research, and you've put together a sales plan. Why haven't you started selling?

Topics to be covered in in this session, with a short roundtable discussion:

- Working through “paralysis by analysis.” There is no crystal ball telling you when enough research is enough – so get started!
- Tactics/strategies to work through this harmful phase
- Brief roundtable discussion with tech entrepreneurs who have experienced this problem – and how they overcame it

Session 3: Personal Selling in Today's Information Environment.

DATE: December 2, 2011
TIME: 2:00 to 4:00 PM

Sales and sales support (i.e. customer service) are not the same as they were 15, 10, or even 5 years ago. Perpetual access to information through technology has changed the game forever – and entrepreneurs need to be ready to compete.

- 24 hour access to information via the internet (PC's, laptops, and now more effectively than ever through smart-phones) has empowered the consumer to new levels. They know the pricing, they know your competition.
- How to embrace this new paradigm incorporate it into your personal selling strategy - and turn it into a positive for your business.

Session 4: Effectively Selling in Today's Information Age—Roundtable Discussion.

DATE: January 6, 2012
TIME: 2:00 to 4:00 PM

A more educated consumer base expects more than ever before – quick response time, interaction before and after “normal business hours,” instant gratification. Learn how this group of successful regional entrepreneurs make it happen for their customers.

This will be an opportunity for our participants to weigh in with tips that work for them so that we may all learn from each other.

About our Speakers:

Jeffrey Robert Woodall, DBA, is a highly-rated sales and marketing professional. Dr. Woodall has been with Procter & Gamble for more than 20 years, holding sales and marketing roles before moving into organization and brand management. Since 2001, Dr. Woodall has been an adjunct faculty member at York College of Pennsylvania. As a lecturer in Information Systems and Marketing and as a part-time advisor for Business Administration and Marketing students, he is able to offer both theoretical knowledge and practical applications to his students.

Gerald R. Patnode, Jr., EdD is an innovative entrepreneur, senior executive and educator. He is president of G.R. Patnode Economic Research, LLC, a full service economic and marketing research firm. An educator for more than 35 years, Dr. Patnode is currently Business Administration department chair and professor of Management at the York College of Pennsylvania. Dr. Patnode has founded or co-founded several organizations in the profit and non-profit sectors. Among these are Unicom Corporation of Virginia, Media Communication, Inc., Applied Management Solutions, LLP, and the Institute for Enterprise Development. He is a published author and contributor to research journals. Additionally, Dr. Patnode has hosted television and radio programs and written for regional business publications.

Registration Information

This videoconference series will be take place at the following locations. When you register, please note the location you will attend:

- Penn State York, 1031 Edgecomb Ave., York
- Penn State Lehigh Valley, 2809 Saucon Valley Road, Center Valley
- Penn State Berks, Tulpehocken Rd., Reading
- Penn State Erie, 4701 College Dr., Erie
- Penn State Altoona, 3000 Ivyside Park, Altoona
- Penn State Harrisburg, 777 W. Harrisburg Pike, Middletown
- TechCelerator at Carlisle, 453 Lincoln St., Carlisle

The cost for the series is \$250.00 per person. Please complete the attached registration and fax it to Jill Edwards at (717) 948-6481. For more information, contact Jill Edwards at Ben Franklin Venture Investment Forum, at (717) 948-6625 or jilledwards@psu.edu.

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