

Facilitating Strategic IT Investment Projects

Facilitating strategic IT investment projects to businesses and government requires the ability to think and act like a CEO. IT Branchen has therefore decided to provide training for their members helping them qualify to meet the requirements associated with preparing proposals and presentations for the scrutinization of top executives.



The Danish IT Association and TBK Consult will be organizing training for Key Account Managers and pre-sales consultants, who are involved in the facilitation of strategic IT investment projects.

The training is provided as a 3-day workshop. The participants are given an understanding of how decisions are being made at the executive levels as well as an opportunity to exercise these insights based on business case scenarios.

The business case scenarios are staffed with "real life executives" who are involved with IT investment decision making on a regular basis.

After the workshop the participants will be comfortable with the C-level decision making process, with the terminology and concepts applied, with the process of preparing an investment case for approval and with managing the clients purchase and investment justification process.

Who can participate?

Anyone with a role as key account manager or pre-sales consultants.

Number of participants

The maximum number of participants is 12.

Course language

Danish

More information:

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Course prerequisites

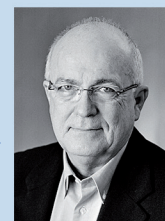
The workshop assumes that participants are already familiar with their own solution platforms and delivery form factors.

Course fee

The course fee for members is DKK 21.600. Additional participants from the same company DKK 19.440. The course fee for non-members is DKK 24.000. Additional participants from the same company DKK 21.600.

The instructor

Mogens Klein is an authority in the IT industry. With a sales background from IBM Mogens has been engaged with competence development in the IT Industry since 1985. He has been delivering sales training, coaching, management and organizational development to companies such as Citrix, Logica, Oracle, HP, Cisco, Microsoft, Maconomy and many more.



Day 1

9.00 – 17.00

1. Welcome - Objective
 - Presentation
2. Intro to C level facilitation
 - Why including the top C-level
3. Needed skill set
 - Finding pain and pain chains
4. Decision makers
 - EB-TB-UB
 - Strategic buyers versus operational buyers
 - Strategic objectives
5. Lunch
6. Business case part 1
 - Meeting 1
 - Summary
7. Business case part 2
 - Preparation

Day 2

9.00 – 17.00

1. Approach to next meeting
 - What is needed?
2. Meeting 2
 - Summary
3. Business Drivers and Business Processes
 - Positioning of solution
4. CFO guest speaker
 - Why invest? Why choose you? RoI?
5. Lunch
6. Business case part 3
 - Preparation
7. Approach to next meeting
 - Qualify differentiators
8. Meeting 3
 - Summary
9. CEO guest speaker
 - How to get access
10. What is needed in a management presentation?

Day 3

9.00 – 16.00

1. Preparation final Mgt. presentation
2. Approach to last meeting
 - Can we? Will we? RoX
3. Lunch
4. Meeting 4 – final presentations
 - Feed back
 - The winner is !!!!
5. Wrap-up

