

The background of the slide is a dense, repeating pattern of dark grey, spherical objects, possibly representing a microchip or a data grid. In the center of this grid, one sphere is highlighted with a bright blue glow, creating a focal point.

Pedagogia

**Learning & Development solutions
for high-tech
Sales and Marketing**

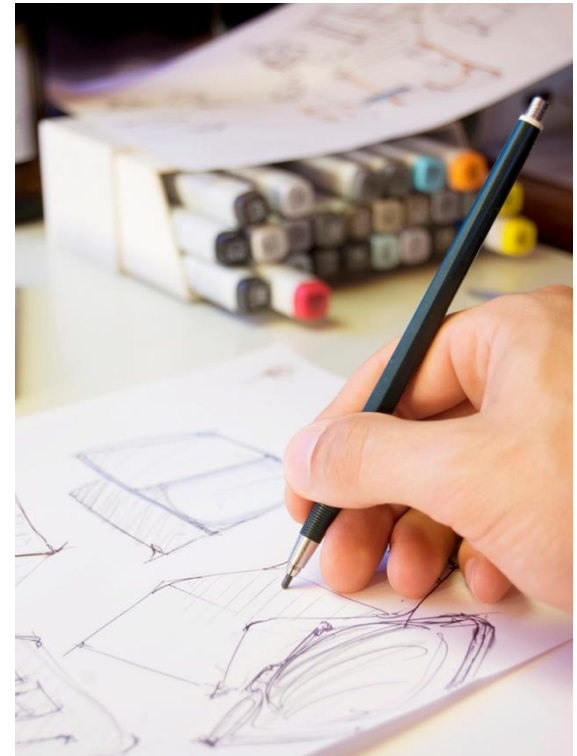
Who we are...

- Pedagogia is a boutique, expert Learning & Development consultancy, which has gained a reputation for delivering outstanding Learning & Development solutions to major corporations across the world
- It was started by Ian THOMAS in France in 2001, who after holding senior line management positions in several major corporations and then setting up part of a major Corporate University, became passionate about helping managers and businesses to develop
- Today, Pedagogia consultants have over 100 years combined of Learning & Development expertise and design and deliver programmes to thousands of managers each year
- Pedagogia only provides custom solutions and programmes to clients
- Our learning solutions help our clients:
 - Improve knowledge, skill and capability
 - Help managers become more effective
 - Increase the economic performance of the business



We improve our client's people and business performance by creating powerful, relevant and transformational learning experiences

- All our Learning & Development solutions and programmes are wholly customised to meet the particular business issues and challenges of each client
- Our solutions start with us investing the time and having the commercial and technical competence to be able to understand well the business environment and particular challenges of our client
- Our aim is to create powerful, relevant and transformational learning experiences based on client's specific business situation, products, technologies and reality
- We pride ourselves on our close approach and relationships, our wholly collaborative way of working, our passion for helping managers learn and develop, our accessibility, availability and flexibility, and our inventiveness and innovative approach to pedagogic design



Our main domains of competence in Sales and Marketing are:

- **Marketing Management and strategy:**

- Business and Marketing analysis, strategies and planning,
- Organising marketing function & roles for success
- Managing the Sales and Marketing interface – getting optimal performance from these two complimentary activities
- Product Line Management
- Segmentation strategies
- Product portfolio management

- **Product Marketing:**

- Product marketing management
- Building the GTM (go-to-market) strategy
- Advanced product marketing techniques
- Fighting commoditisation of your product
- Extracting maximum value from differentiated products

- **Channel Marketing:**

- Channel management and channel alliance partnering

- **Marcoms:**

- Marcoms management

- **Pricing:**

- Pricing management
- Pricing for particular market or economic situations

- **Sales:**

- Selling techniques
- Consultative Selling
- Account management
- Sales Management

- **High-level business presentations:**

- High performance presentations for sales and marketing

- **Marketing for non-marketers:**

- An ideal entry-level programme for non-marketers who interface with marketing (ie., Designers / R&D, finance, etc)

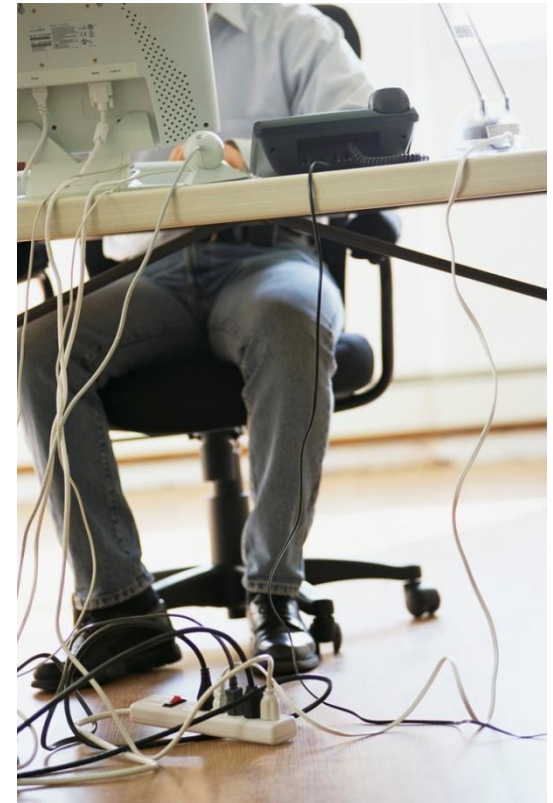
Why Sales and Marketing need structured, expert Learning & Development support

- In our experience, many Sales and Marketing people in high-tech industries are under extreme time and speed pressures, trying to grapple with the complexity of business today and finding it increasingly difficult to acquire the knowledge and wisdom necessary to be high performers
- Worse still, Sales and Marketing people in high-tech business are often selected or promoted because of their technical knowledge rather than their commercial capability - they often really need formal functional / metier skills, and commercial capability (eg., business acumen)
- Work experience is a key part of learning, but individuals get better results if this is supported by structured learning initiatives, equipping people with tools, frameworks and insights or coaching to make better use of their work experience
- Planned learning & development programmes organised by HR functions or Corporate Universities and designed and delivered by specialist L&D experts like Pedagogia can achieve startling results and proven ROI



The trouble with tech...(1)

- Technology / high technology businesses typically experience particular problems where they need help:
 - They are good at designing and creating products / technology, but how to commercialise it, take it to market, and capitalise from the product?
 - Markets and business growing fast or very fast. How to tackle TIM and TTV issues?
 - People are technical / 'too technical' and may lack basic Business Acumen
 - Business tends to be product / technology centric. How can they become more marketing /market centric?
 - Competitors are capable and move fast. How can we get competitive advantage?
 - Difficult to be strategic or think strategically when so many asymmetric challenges. How can you 'win'?
 - How can you organise to successfully commercialise technology in a timely way?
- At Pedagogia, we have particular experience in helping technology business, including telecoms, electronics, semiconductors, medical, software, hardware, equipment, etc



The trouble with tech...(2). Typical Sales and Marketing Challenges for high-tech companies

- **Product development is driven by Design or R&D** rather than the market or marketing. Result? Products are over- specified, don't correspond to customers needs, arrive too late and are too expensive
- **Marketers don't know how to price a completely new product** because there is no direct equivalent or competitor. Result? 80% of new products are incorrectly priced (either over or under priced)
- **Sales and Marketing talk in techno-speak.** Result? The value proposition is not clear and customers fail to understand why they should buy the product
- **Sales people are so enthralled by their own products and the technology** that they plunge straight into talking about their own products, and go straight to proposing their solution. Result? Sales people fail to listen to the client or understand their problem or needs
- **Sales and Marketing people are too technical and lack business acumen.** Result? Fail to communicate value and capture value in the price setting and then subsequent price negotiations
- Pedagoga has years of experiencing or working with high-tech sales and marketing. We understand the issues and challenges of selling high-technology products and services. We have a well-developed portfolio of learning programmes, F2F interventions, classroom, workshops and webinars which can help you. However, what we deliver for you would almost certainly be a customised programme, using real examples from your industry



Which L&D provider should you chose?

- We recognise the market is crowded and buyers of L&D have many sources to chose from. Consultants at Pedagogia have the benefit of having worked on both sides of the fence - supplier and provider - so we know the market and the problems you face very well!
- There are many different potential providers of L&D solutions, but each have their advantages and disadvantages

| | |
|---|---|
| Business school | Good quality, and you get the brand name and 'big name faculty'. But expensive & often very inflexible. Particularly large schools and top faculty are often not prepared to invest the time and effort necessary to understand your business and issues |
| Large Training companies | Competent and often low cost, but limited - prefer to offer their standard products, and usually struggle to provide customised solutions or to understand the technical and business situation of client |
| Independent consultants & boutique consultancies | If you can find a good one, like Pedagogia, they can offer 'best of all worlds' – expertise, knowledge of the business, customisation at reasonable prices. Moreover, Pedagogia has particular expertise in Sales and Marketing, rather than being a 'generalist' |



For a free, objective analysis of the different sourcing options, download the guide
“How to buy Learning & Development: The complete guide to buying Learning & Development Services”
from http://www.marketing-generic.com/knowledge_base/item/how_to_buy_learning_development

5 good reasons why you should source your Learning & Development solutions from Pedagogia

1. Proven business results & ROI

One recent project for example, has delivered at least \$49million of increased pricing, margin and savings. Another intervention helped a client grow revenues by 71% over 3 years

2. Great working style

We work closely with our clients in a wholly collaborative way of working. We are passionate about helping managers learn and develop. We are accessible, available and flexible, developing inventive and innovative Learning & Development programmes

3. Cost-effective solutions

We do not have the high overheads of other larger providers, thus our fees are reasonable and represent excellent value for money

4. Real world, technical & commercial competence

We have huge experience of and capability in tech and high-tech businesses, so we can understand your technology and business and create really useful, relevant development programmes



5. Pedagogic experience & expertise

Our work is regularly benchmarked by our clients and our consultants are recognised amongst the most experienced, able and knowledgeable in the world - many work in leading business schools, thus ensuring you get highest quality consultants at less cost than a branded business school

We deliver innovative L&D formats

We design and deliver a wide variety of different learning formats, including:

- Classic classroom face-to-face
- Blended Learning Solutions
- E-learning and webinars
- Workshops
- Action-based learning Projects
- War Rooms
- 1:1 and small group coaching
- Outdoor and practical team projects
- Mentoring / coaching



We can help with all the steps of the L&D cycle

We are actively delivering all elements and steps of the Learning & Development Cycle, including:

- Needs analysis – diagnostic
- Competency matrices
- Programme conception and design
- Programme delivery
- Programme management
- Virtual Academy (Outsourced Learning & Development solutions)
- Corporate University design and start-up

Some examples of typical Sales and Marketing interventions and help provided by Pedagogia

Situation: A global telecoms company changed its marketing structure and processes and wants to train its marketing function in new roles, tasks and ways of working

Solution: A programme was designed specifically for client using both best practice from outside and real examples from inside. The programme was designed as a blended learning solution and rolled-out by the same instructors around the world (F2F and online/distance) to ensure delivery of consistent messages and practice. The changes affected over 80 PAX and was successfully made thanks to the training

Situation: A global technology company with over 4000 sales and marketing PAX finds their skills too technical and not enough commercially based. Products are late to market, undervalued and undersold.

Solution: A comprehensive TNA was designed and executed which identified precise gaps and actions. A sponsoring group was created. A comprehensive L&D roadmap was developed, resourced and executed over 3 years. Pedagogia develops and delivers many new tools and processes. PAX become more commercially competent. Selling prices and margins increase.

Situation: An global technology company wanted to migrate from selling products to value-added services. However, a new value proposition would have to be developed and refined, and sales and support staff would have to be trained to sell in a new way, to sell a complete solution.

Solution: After a research phase with the client, a new approach based on solution selling or consultative selling was devised. This required a complete up-skilling of the sales and support staff, and new approach, selling to C Level and requiring a much more strategic sell. Workshops were rolled out across the world, and tools and processes were developed to support the learning initiative. As a result Sales were better able to make a strategic sell for high value solutions

Situation: Marketing staff in a global high-technology company do not understand and are not exploiting tools, processes and facilities available to them to promote their products. The client wants a 'quick fix' delivered around the world, at low cost

Solution: Pedagogia worked with client to research and understand the issue, then designed a webinar which is rolled out to marketing teams around the world. As a result, marketing are 'called to action' and improve their product promotion and business results.



Pedagogia consultants are training thousands of managers every year in countries around the world, including Europe, China, India, the US, and Africa. Between the consultants we speak and train in most major languages of the world and can deliver the same content, messages and quality for large Corporate clients who want to roll-out their Learning & Development programmes around the world

The team of expert consultants you access – geographical specialisations

Olivier BASSO



Belgium And Europe

Dr Hock CHIA



China and APAC

Greville COMMINS



UK

Ricky COUSSINS



UK and Europe

Peter HURST



UK and Europe

Philippe HERZOG



France and Africa

Paul HESSELSCHWERDT



USA and Canada

Hary MacDIVITT



UK and Europe

Gérard MANGIN



France and Europe

Ian THOMAS



France, Europe and China



Pedagogia was started in France in 2001 by Ian THOMAS. Ian's background was previously in senior line management positions in major corporations such as Johnson & Johnson, FIAT, STMicroelectronics, and a highly successful technology start-up.

He first became involved in helping managers to learn and develop after setting up the Executive Development function for ESCP, a leading French business school in the UK. He later set up the School of Sales and Marketing at the Corporate University for STMicroelectronics. He is passionate about helping managers learn and develop, and currently works with around 1000 managers per year in major organisations around the world.

Wholly international, he has lived in Africa, Australia, US, Japan, UK and France and worked in many countries and cultures. Ian is also Visiting Professor at ESCP Europe, Paris, Euromed Management, Marseille, and JiaoTong University, Shanghai.

For an informal discussion about how Pedagogia can help your people and your organisation, contact Ian on: ianthomas@pedagogia.co.uk, or call him on +44 78.79.89.83.28

Or visit our website: <http://www.marketing-generics.com/pedagogia/>
for more information and Learning & Development resources

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