



## Disrupted Market Programme

A Lab in Revenue Maximisation

## Agenda – Day 1

8:30 AM	Welcome & Introduction	
8:45 AM	Understanding Strategic Disruption	Introduces a model based on a study of the major disruptions over the last decade. The model enables managers to understand, pre-empt, leverage, and harness strategic disruption.
9:15 AM	Open Forum - Participant Input and Learning Objectives	Attendees share and contribute how strategic disruption has impacted their business and operations. They also note and detail their learning objectives. This is facilitated under the <a href="#">Chatham House Rule</a> .
10:00 AM	Morning Tea	
10:15 AM	[V ME] Introduction	Introduces the Virtual Market Environment [V ME]. The [V ME] immerses participants in a true-to-life, contestable, interconnected, inter-dependent and disrupted market environment. Teams hone their skills in sales, pricing, and business management by deploying strategies that, unlike other games and simulations, actually have an impact on the market and all other teams; and vice-versa. <a href="#">Read more</a> .
10:45 AM	[V ME] Start Up Go-To-Market	The [V ME] is configured to emulate start-up conditions. Teams must develop strategies to ensure their market survival while competing against other start-ups in an environment where little is known about winning strategies and customer preferences.
11:30 AM	Life after Disruption. Change Everywhere ... Except in Pricing	Explores strategic disruption in the broader business environment and compares and contrasts this with the apparent lack of change and innovation in many pricing approaches and architectures. Concludes with a model for pricing innovation that participants can leverage in their organisations.
11:45 AM	[V ME] Seismic Shift in Customer Preferences	The [V ME] is configured to emulate a seismic shift in customer preferences. Teams must develop strategies to ensure they stay aligned with customer needs while competing against other organisations that may have a better read on customer preferences.
12:30 PM	Lunch & Networking	
1:15 PM	Disruptive Pricing Models. Uber Architecture	Examines the disruptive Uber pricing model. Participants are then able to understand how disruptive pricing models work, how they can be countered, and more importantly how they can be emulated and leveraged.
1:35 PM	Disruptive Pricing Models. Life in the Amazon	Examines the disruptive Amazon pricing model. Participants are then able to understand how disruptive pricing models work, how they can be countered, and more importantly how they can be emulated and leveraged.

1:55 PM	<b>Monetising Value in a Disrupted Market</b>	Explores how upheavals in the business environment caused by new entrants, technologies, and strategies will compel a rethink of value monetisation. Concludes with a check list of imperatives if organisations are to maximise value capture in a disrupted world.
2:40 PM	<b>Life after Disruption. Rethinking Sales Strategy and Management</b>	It's hard to imagine that, in a disrupted world, sales and the sales organisation can remain unaffected. Links the changes in the business environment to how organisations need to evolve their sales strategies and sales organisations.
3:00 PM	<b>Afternoon Tea</b>	
3:15 PM	<b>[V ME] Disruptive New Entrant</b>	The [V ME] is configured to emulate a disruptive new entrant. Teams must develop strategies to deal with this entrant while still keeping an eye on the rest of the business, the market, their customers, and the other incumbents.
4:00 PM	<b>Q&amp;A Session</b>	Q&A session to capture the day's learnings in a format that can be directly implemented at participant organisations.
4:30 PM	<b>Day One Concludes</b>	

## Agenda – Day 2

8:30 AM	Recap - Day 1	
8:45 AM	Sales Disrupted. Sales Value Process	The traditional sales process is often transactional and mechanistic. Introduces a model that injects value into the sales process.
9:00 AM	[V ME] Upheaval in Market Contestability	The [V ME] is configured to emulate a change in market contestability. Segments that were once safe from competition are now contestable; and vice versa. Teams must review their strategies to survive in markets with fluid entry barriers.
9:45 AM	Sales Disrupted. Insights Based Selling	While value-based selling is a mainstay of successful organisations, in a fluid and disrupted environment, strategic insights must be added to the mix. Introduces case studies of what market insights actually drive profitable sales.
10:00 AM	Morning Tea	
10:15 AM	Sales Disrupted. Rethinking Sales Force Architecture	A lot of effort typically goes into sales force design, architecture, and size. In a connected and digitised world many of the traditional approaches have become redundant. Introduces a range of alternative strategies and approaches for sales force architecture and design.
10:30 AM	Sales Disrupted. Re-Segmenting the Customer Portfolio	Most organisations have a customer portfolio typically segmented by size or some measure of value. In a value-fragmented world, this approach will need review or organisations risk a loss in salesforce productivity and alignment. Introduces an updated approach to customer portfolio segmentation.
10:45 AM	[V ME] Turmoil in Market Size	The [V ME] is configured to emulate turmoil in segment and market size. Teams will need to review their growth, production, and sales force sizing given the changes in segment size. While still competing for customer share-of-preference and actual market share.
11:30 AM	Price Analyser + Diagnostic [PA+D]	Profitable and revenue-driving pricing requires an intricate and interconnected set of capabilities and practices to deliver sustained pricing power and superior margins. [PA+D] delivers an objective and unbiased assessment of an organisation's current pricing capabilities, actionable recommendations, and an assurance of continued price performance. <a href="#">Read more.</a>
12:30 PM	Lunch & Networking	

1:15 PM	Future Selling. What's Changed and What's to Learn	Looking into a future of disruption and incessant change, what's on the horizon for sales and the sales organisation. A checklist of imperatives for participants is presented.
1:40 PM	Future Pricing. What's Changed and What's to Learn	Looking into the future how will pricing change in relation to price optimisation, dynamic pricing, and algorithmic strategies. What will happen to core pricing concepts such as value-based pricing, price discrimination and bundling. A checklist of imperatives for participants is presented.
2:20 PM	[V ME] Team Strategic Learnings	Teams present their [V ME] learnings in relation to developing sales, pricing and business management strategies in a disrupted environment. How they developed their competitive strategies, what worked and what didn't, and what takeout's apply to their organisations. Facilitated under the <a href="#">Chatham House Rule</a> .
3:00 PM	Afternoon Tea	
3:15 PM	[V ME] Wrap Up and Awards	[V ME] Awards are presented for (1) Best financial performance and (2) Best financial turnaround. Also a dissection of how the scenarios played out and the behind-the-scenes view of each team's strategies and impacts on the market and the other teams.
3:30 PM	Program Summary. Imperatives and Next Steps	Presents a summary of the programme as well as a relevant and actionable list of imperatives for sales and pricing in a disrupted world.
3:45 PM	Q&A Session	Q&A session to capture the programme's learnings in a format that can be directly implemented at participant organisations.
4:00 PM	Day Two Concludes	