

# Selling ANTEC to Senior Management



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VP Divisions  
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# Definition of Value



- Value (val·ue | \ 'val-(,)yü \)
  - The monetary worth of something
  - A fair return or equivalent in goods, services, or money for something exchanged
  - Relative worth, utility, or importance
    - A good *value* at the price
    - The *value* of base stealing in baseball
    - Had nothing of *value* to say

“It’s only worth something if you have someone willing to buy it!”  
- James Lyons

# So who are we selling to...



- “I need you in the lab!”
- “Travel has been cut by corporate!”
- “You want me to pay you to go on some vacation?”
- “No one goes to ANTEC anymore!”
- “Does SPE still exist?”

# ...and what is important to them?



- Fill the pipeline through a diverse portfolio
  - Projects
  - Patents
- Increased sales of products developed in the last 5 years
  - Customer visits—relationships
  - Trials
- Visibility and reputation of their company/business unit
  - Presentations
  - Publications
- Identification of growing trends that may impact their area



# How can we deliver what is important?



Doing traditional research



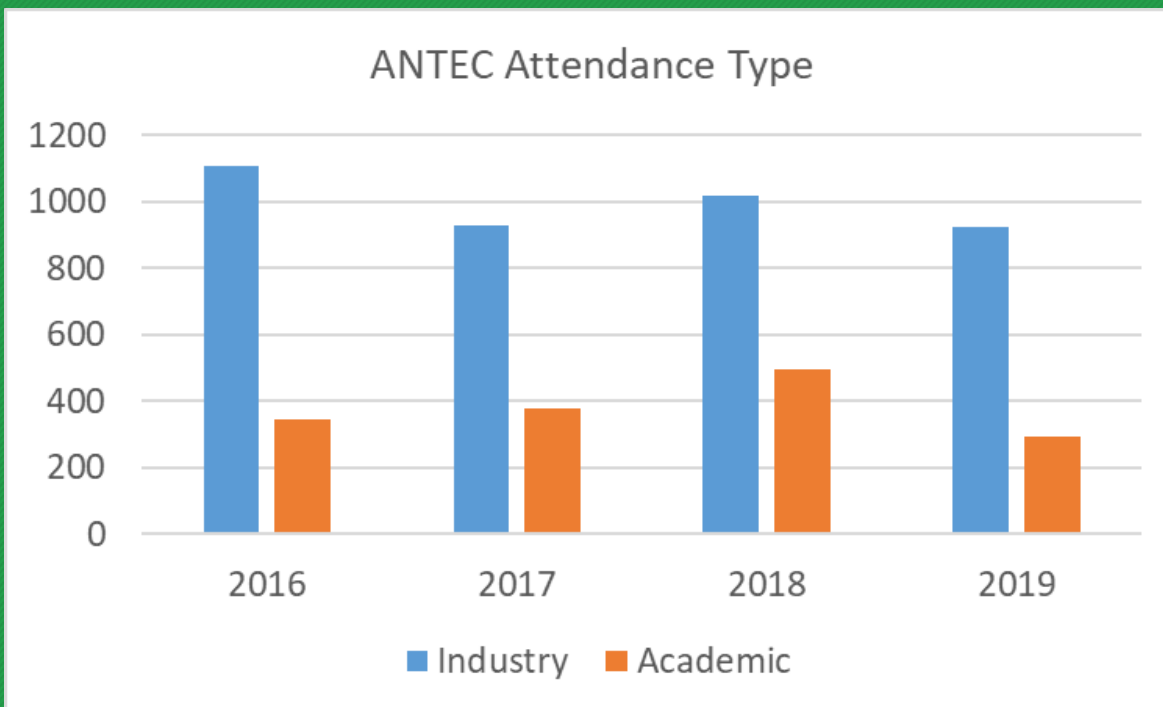
Performing Experiments

# How can we deliver what is important



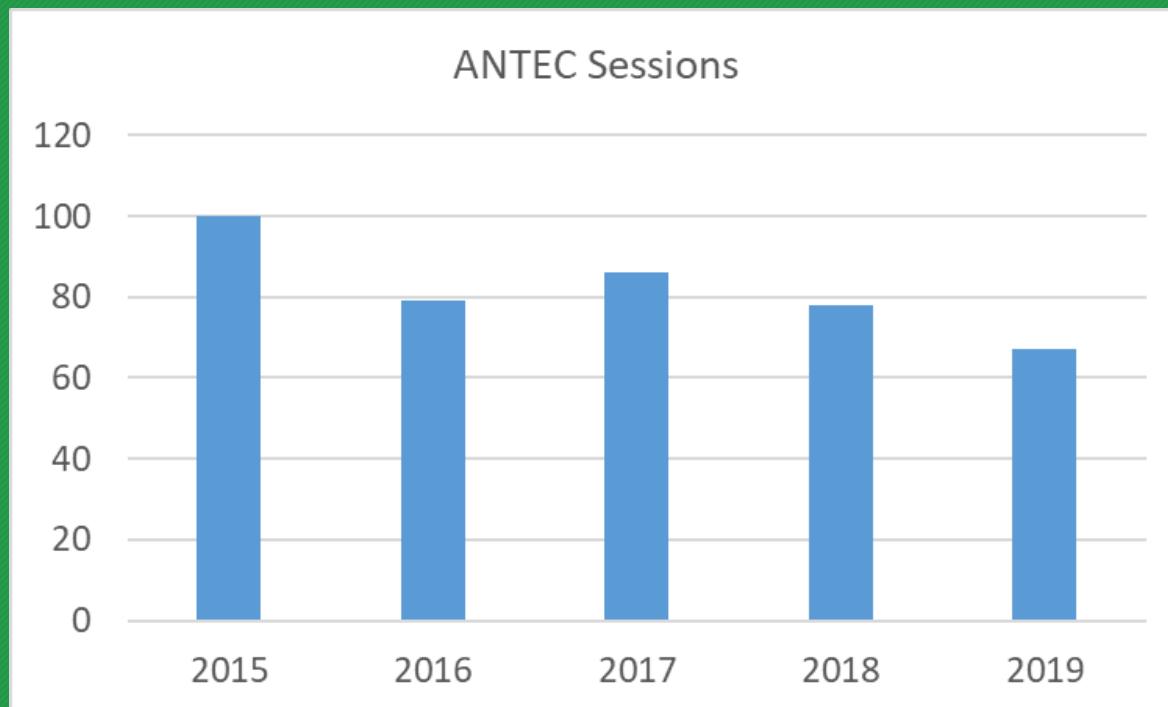
“A vacuum is a great tool for cleaning, but it is a terrible place to live!”  
- Bill Courtney

# How can we use SPE as a driver for that value?



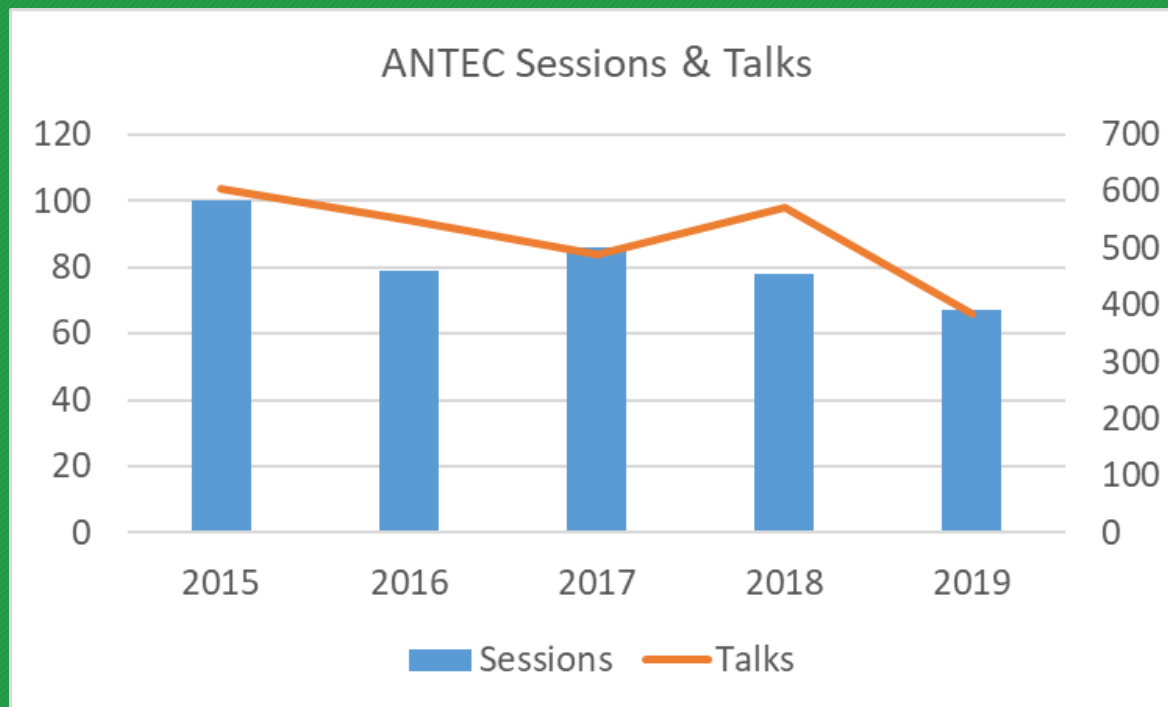
- Over 1000 plastic professionals in one place
- Specializing in nearly every aspect of plastics
- Representing both industry and academia
- From every corner of the globe

# How can we use SPE as a driver for that value?



- Discussing over 60 different topics relevant to plastics
- In addition to plenary speakers responsible for shaping the future of plastics

# How can we use SPE as a driver for that value?



- Discussing over 60 different topics relevant to plastics
- In addition to plenary speakers responsible for shaping the future of plastics
- Delivering more the 400 talks, each with an opportunity to enhance your specific research projects

# How does management view SPE?



1	Basic Concept
2	Conceptual Design
3	Preliminary Design
4	Detailed Design
5	Bench/Lab Testing
6	Prototype
7	Field Test
8	Pre-production
9	Commercialized

- During the recession many companies...
  - Reduced their workforce
  - Significantly limited travel
  - Forced people to choose
- Many chose either...
  - Very early research – breakthrough ideas
  - Commercial presentations – getting help today

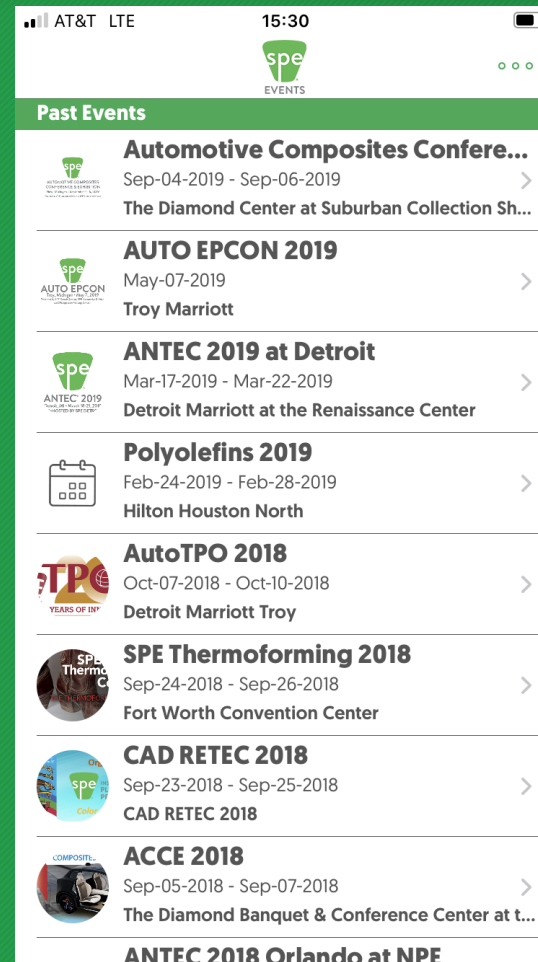
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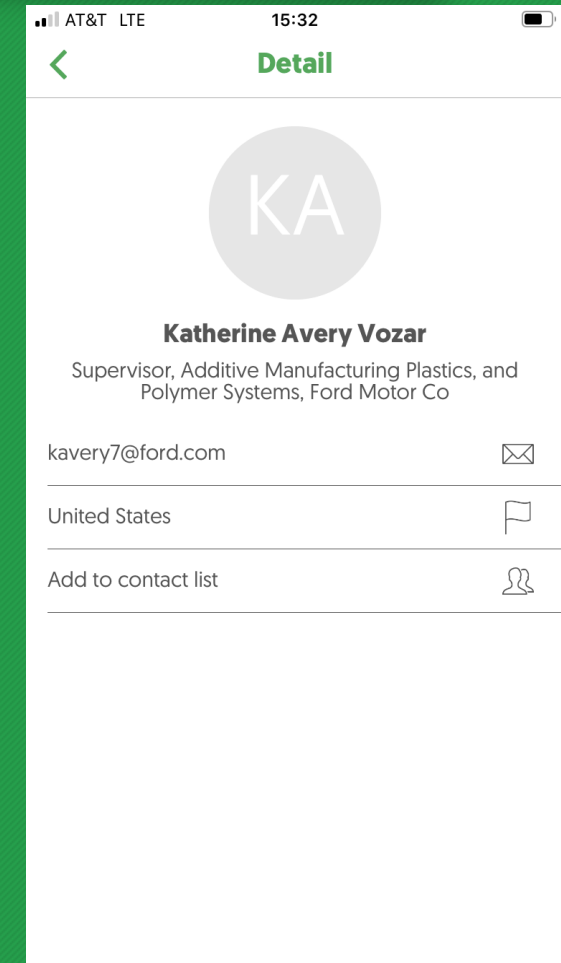
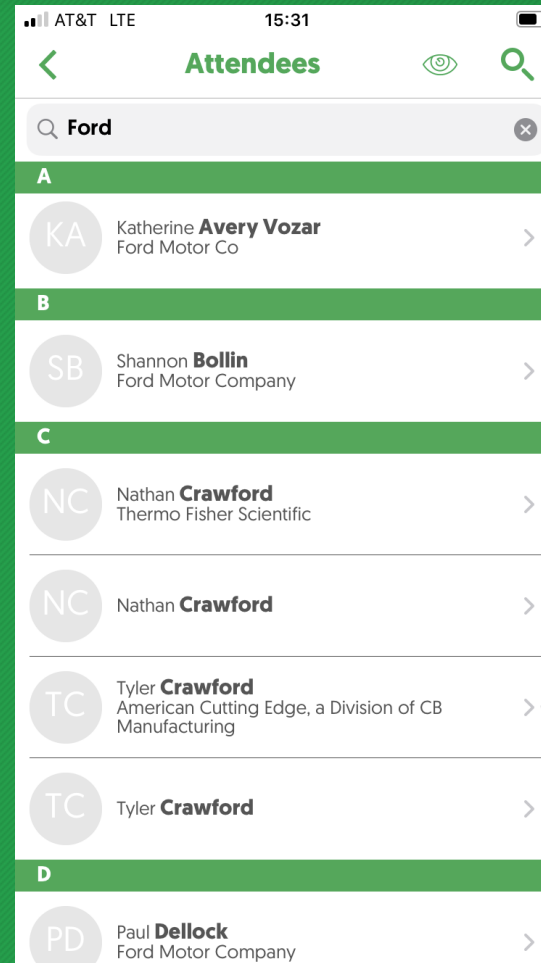
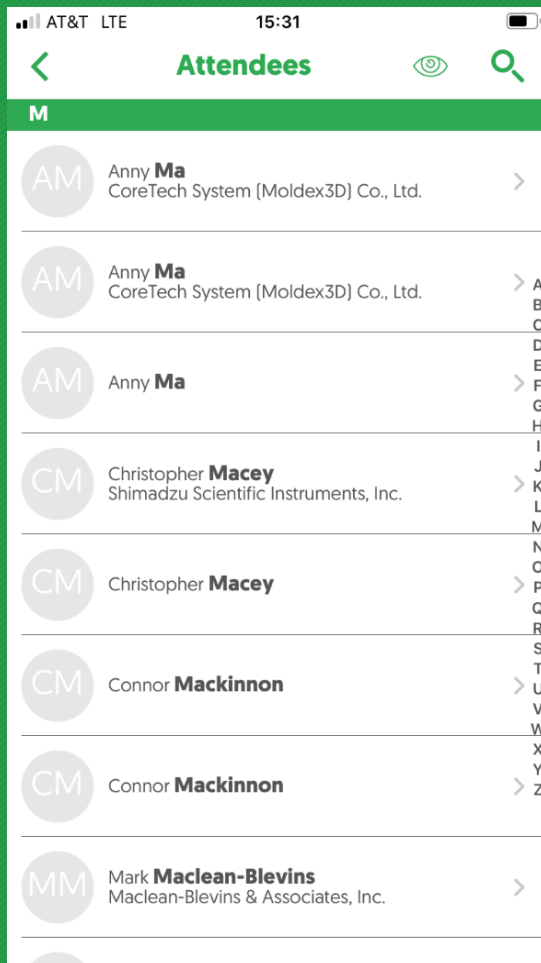
1	Basic Concept	ACS
2	Conceptual Design	ACS
3	Preliminary Design	ANTEC
4	Detailed Design	ANTEC
5	Bench/Lab Testing	ANTEC
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7	Field Test	ANTEC
8	Pre-production	AMI
9	Commercialized	AMI

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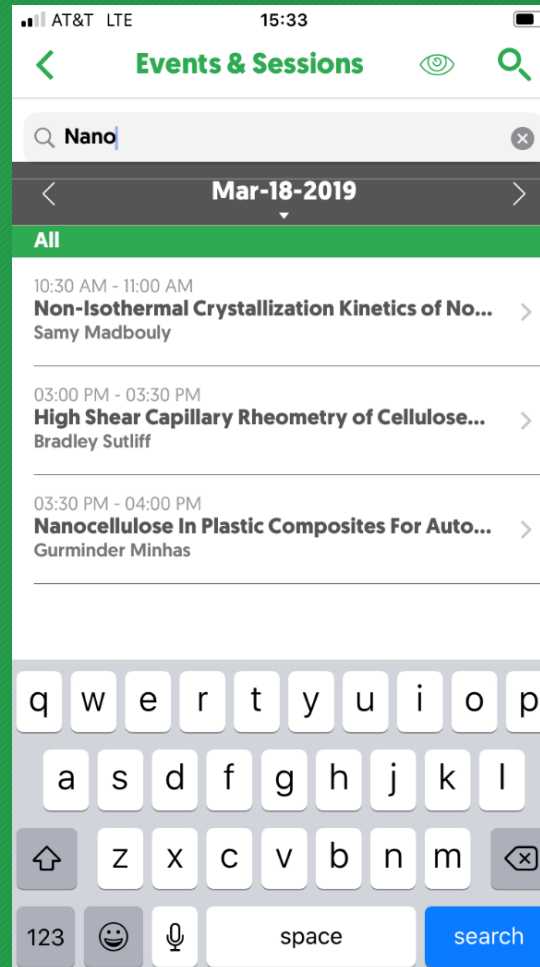
# SPE tools to maximize VALUE



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# Selling the VALUE to management



Registration	\$ 995.00
Flight	\$ 750.00
Hotel	\$1,000.00
Other	\$ 500.00
Total Cost	\$3,245.00

Firm meetings	16
Potential meetings	37

Cost/Meeting	\$ 202.81
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Cost/Meeting	\$ 129.80
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Cost/Meeting	\$ 87.70
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WHO?

WHAT?

WHY?

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- Deliverables promised
  - Meeting reports
  - Follow-up actions
  - Summaries of relevant talks

So the real question is...

