

Consultants Workshop: Speaker Presentation Abstracts

"Why Entrepreneurs Fail" - Kevin Koym, Tech Ranch

Briefly, Why Entrepreneurs Fail is a topic of great debate. At Tech Ranch Austin, we've found that many early stage entrepreneurs have misconceptions about what causes failure, and so they may miss opportunities to succeed. Specifically, competition and cash flow are mistakenly seen as the major killers in a venture, when in reality Unproven Markets, Unknown Customers, and Unvalidated Products are more important to success than facing stiff competition or lack of cash flow. In Why Entrepreneurs Fail, we examine three case studies of entrepreneurs who had one fatal flaw in their ventures that stood between them and startup success. We examine these so that other entrepreneurs can learn to recognize the same tendencies and avoid failure in their own ventures.

"Mentoring, Coaching, and the Importance of Examples" - Dr. John Vanston, Technology Futures Inc.

In this presentation Dr. Vanston will discuss the lessons he has learned from his own coaches and mentors, as well his experiences in mentoring and coaching others. He will also highlight the importance of examples in the learning process.

"Marketing Your Consulting Business" - Dr. Robert Badgley, Emcon Systems

The presentation begins with a brief description of the various types of work activities undertaken by consultants in today's business environment. It next turns to a discussion of how to achieve consulting business success via marketing procedures intended to obtain contracts. Several types of marketing efforts available to the consultant are then presented, followed by a few examples of their successful application.

"Building a Simple and Sustainable Sales Plan" - Bob Davis, Simple Sales Strategy

There are a lot of great sales training "systems" out there and they work... for awhile. Bob Davis of Simple.Sales.Strategy will show you how to develop a sales plan that is sustainable, scalable and sane! In this presentation, Bob will outline how you and or your sales team can deliver measurable results quickly by leveraging a simple process that works. Davis will identify and breakdown into simple components a selling process by defining the structure, identifying the tools, and key strategies to improve your sales results. You will learn:

- How to rank and qualify prospects and customers
- How to structure & deliver your message - Elevator, Value Proposition, Call & Email Scripts
- How to define your Sales Pipeline
- How to Manage your Pipeline for Accurate Forecasting and Accountability
- Skill Set Development and Coaching Strategies
- Objection Handling
- Accountability and Continuous Improvement
- Using available technology to track results
- Accountability and Continuous Improvement

Consultants Workshop: Speakers Biographies

Kevin Koym, Tech Ranch (kevin@techranchaustin.com)

Kevin Koym accelerates entrepreneur success. Kevin leads and coaches teams and individuals to innovate to breakthrough performance through doing more with less. Championing the cause of startups for over a decade has given Kevin the chance to launch a number of companies across the world. The culmination of those experiences has led to the founding of Tech Ranch Austin, a venture accelerator for early-stage technology companies. Through Tech Ranch Austin, Kevin has optimized his ability to assemble the pieces necessary to get a startup functioning and growing quickly. Before Tech Ranch Austin, Kevin founded, or was on the founding teams, of 7 different startup companies and four entrepreneur networks in the US, Mexico, and Chile, that he continues to actively grow. And Kevin's service to these groups was also recently recognized as "Technology Community Leader of the Year" for 2010 by the Association of Information Technology Professionals, Austin Chapter. Personally and professionally, Kevin is defined by his ability to inspire both individuals and businesses to seize the technological and social revolution on the horizon in order to better their community as well as their profit potential. The key roles Kevin has played in a variety of startups throughout his life have enabled him to fine-tune his ability to replicate the success of helping entrepreneurs build what they never thought as possible before.

Dr. John Vanston, Technology Futures Inc. (jvanston@tfi.com)

Dr. John Vanston is an internationally-renowned consultant, educator, speaker, and author in the fields of technology forecasting, technology/market integration, trend analysis, and technology management in uncertain environments. He founded Technology Futures, Inc. (TFI) in 1978, building the Austin, Texas, company into a leading authority in custom research, forecasting, and trend analysis in telecom and other high-technology industries. He is the author, with his daughter, Carrie Vanston, of the recently published "MINITRENDS: How Innovators & Entrepreneurs Discover & Profit From Business & Technology Trends." Prior to establishing TFI, John served as a professor of nuclear engineering at the University of Texas at Austin and as the deputy director of the University's Center for Energy Studies. Earlier, John served as a Lieutenant Colonel in the U.S. Army.

Dr. Robert Badgley, Emcon Systems (emconsystems@earthlink.net)

Dr. Badgley currently provides engineering consulting services to a range of firms at US and international locations. Dr. Badgley's services are directed at understanding and resolving machinery failure problems, sometimes catastrophic, in various types of plant machinery, including fans, blowers, motors, generators, compressors, and turbines. He has undertaken successful projects in Canada, Europe, the Middle East, and the Far East, as well as extensively in the US. He has also conducted 3-day technical seminars in Advanced Vibration Analysis, and in Lubrication Engineering and Bearing Failure, in Thailand, Malaysia, and Brunei. Dr. Badgley is registered as a Professional Engineer in the State of New York, and is a Life Member of the American Society of Mechanical Engineers. He has authored or co-authored 43 technical publications. He earned a MS in Nuclear Engineering at MIT and a PhD in Mechanical Engineering at Cornell University.

Bob Davis, Simple Sales Strategy (rsdavis@simplesalesstrategy.com)

Bob Davis is principal of Simple.Sales.Strategy based in Austin, Texas. Prior to launching his consulting practice in 2006, Bob held VP and National VP positions for Consolidated Graphics, Cenveo and successful independent manufacturing firms. Bob does not have any fancy degrees except the ones earned daily from experience and results for his clients. In his practice, Bob brings 27 years of sales experience, executive sales management, and street proven strategies that drive results. Bob has guided sales teams with a simple measurable process that creates sustainable results, supporting them with creation of letters, scripts, emails, accountability and practical strategies to move prospects to customers, existing accounts to growth and marginal accounts to improved profitability.