

If you were to compete against the leader, what would you do?

Are you planning to enter a new market? Or have you entered a new market recently and do you target for more growth? Let us inspire you by the approach of Crossing the Chasm!

Get ready to make choices! Strategy is all about gathering the right information and making clear choices. In this masterclass:

- You will get an insight on how market adopt innovation and the adoption phases
- How go to market strategies shift based on the adoption phase
- Learn about the hierarchy of powers
- Innovation types, horizon's and it's challenges
- The 9 point model for building a target market initiative including:
 - > Mapping and segmenting the targeted market
 - > Learn to understand your prospect's compelling reason-to-buy
 - > Developing a value proposition
 - > Developing a whole offer
 - > Develop a meaningful, distinctive competitive positioning statement
- Develop a value proposition, brand promise, and messaging that is laser-focused
- Develop a customer engagement plan
- Best practices around how to Organize to execute
- The key common characteristics of global SME market leaders
- Common mistakes to avoid

This masterclass is offered by the Oranjewoud Export Academy and her partner The Chasm Group. The Oranjewoud Export Academy promotes sustainable development of export and (international) sales in SME's. We inspire top talents and top entrepreneurs and support growth with our masterclasses.



ORANJEWOUD

EXPORT ACADEMY

The Chasm Group has over 20 years of experience with hundreds of clients in understanding how companies can grow to become global market leaders. The Chasm Group guarantees receiving high-touch, practical advisory services via a senior principals-only model whereby anyone who works with you is a veteran, ex-operating executive with practical experience in the international business environment.

About the trainer

Peter van der Fluit is a principal with Chasm Group having joined the firm in 2014. Based in Amsterdam, he provides counsel to organizations in the areas of corporate strategy, innovation management, business, and market development strategy, and specializes in strategy, innovation management, product marketing, partnering, sales, go-to-market strategy implementation. In addition he is also a part-time senior lecturer at the Amsterdam Business School (University of Amsterdam) where he teaches Master classes in Entrepreneurship and Innovation & Technology.

Prior to Chasm Group, Peter enjoyed a long career in operational roles in both Europe and the US with companies like NCR, HP, Cordys, Matchcode, TomTom, and GE. His positions have ranged from sales account manager, alliance director, CMO, VP of Sales, CSO, COO, interim CEO, and internal consultant.

He holds a BBA degree from Nijenrode Business University in the Netherlands, and an MBA and MSc. from Temple University in Philadelphia. He has also taken post-graduate courses at Wharton, Harvard Business School, and INSEAD.

Practical information

Date	16 & 17 April 2020 5 & 6 November 2020
Location	Landgoed Oranjewoud Lindelaan 1, 8453 JD, Oranjewoud
Costs	€ 1.350,- (excl VAT)

*Prices are inclusive lunch and drinks and exclusive dinner and overnight stay.
The maximum number of participants for this masterclass is 10.*



Get ready.