

Sales matters in service business

8th Industrial Service Business Day

April 14, 2011

Hotel Rantasipi Airport
Robert Huberin tie 4
Vantaa

Customer proximity and understanding customer real needs requires new capabilities both from the service supplier and the customer.

In the 8th Industrial Service Business Day, industrialists and researchers will address the question how to master service sales. The theme will be touched through industrial cases and latest research results.

Industrial Service Business Day is arranged by BestServ Forum, which is a network for knowledge sharing and learning between companies, researchers and consultants, whose goal is to develop industrial service business. The network is established by The Federation of Finnish Technology Industries and coordinated by VTT – the Technical Research Centre of Finland.

PROGRAMME

- 8:30-9:00 Registration and Coffee**
- 9:00-9:15 Sales Matters**
Juha Hulkkonen, Business Development Executive, IBM. Chairman, BestServ Forum.
- 9:15-10:00 Technical Integrity Management Services to our customers in North Sea**
Jarle Daae, - Manager Technical Integrity Aker Solutions.
Oral Sjøflot - Manager Chemical, Oil&Gas IIF, IBM.
Helmut Salsland, - Director Strategic Development, HPI/Oil&Gas and Marine, SKF.
- 10:00-10:30 Coffee Break**
- 10:30-11:15 Sales of Manufacturing as a Service Instead of Subcontracting – Case Komax**
Mika Kari, CEO, Komax.
- 11:15-12:00 From Sales Champion to Service Sales Champion**
Pyry Lautsuo, Senior Researcher, Aalto
- 12:00-13:15 Lunch**
- 13:15 -14:00 Challenges in Global Service Sales**
Christer Kantola, Sales Director, Services, Wärtsilä.
- 14:00-14:30 Coffee Break**
- 14:30-15:15 From Turn-Key -Delivery to Continuous Customer Relationship**
Jarkko Partinen, Managing Director, Outotec Research
- 15:15-16:00 Strategic Account Management in Service Business - Case 3M**
Roberto Evaristo, Manager, 3M
- 16:00-16:15 Wrap-up of the Day – What did we Learn?**
Juha Hulkkonen, Business Development Executive, IBM. Chairman, BestServ Forum.
- 16:15-17:00 Buffet**

During the Breaks:

The seminar participants have an opportunity to discuss about ongoing service business research projects and their results at stands next to seminar room.

VENUE

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www.rantasipi.fi/

PARTICIPATION FEE:

350 EUR (+VAT 23 %). Fee includes attendance, meal and refreshments according to the program, and conference materials. Payment will be invoiced.

No-shows and if participation is cancelled on the conference day, participation fee will be charged in full.

REGISTRATION:

<http://new.teknologiateollisuus.fi/fi/uutishuone/tapahtumat/2011-4/8th-industrial-service-business-day?ilmoittaudu>

MORE INFORMATION:

<http://new.teknologiateollisuus.fi/fi/uutishuone/tapahtumat/2011-4/8th-industrial-service-business-day>

More information also through:

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