



## Commercial Transition Workshops

### A continuation of discipline, transfer of relationships, and first commercial actions with customers and alliance partners resulting from Summit System, MarketDiscovery and Precision Innovation Programs

Following a successful Summit and the Summit Review Workshops, or the intelligence and strategy phase of a Discovery, you have decided to pursue selected business opportunities with specific Panelist companies. Maintaining momentum is critical to successful Panelist post-Summit/Discovery follow-up.

All high opportunity companies need to be visited as soon as possible to keep issues fresh, enthusiasm high and commitment in place. The first encounter with a Panelist Company is critical, because it establishes the initial joint action plan and sets the tempo for the business relationship.

ISIS offers continuing support for this critical stage in the form of Commercial Transition Workshops (CTWs). They constitute the critical step from the theoretical to the commercial.

A CTW is basically complete organization and facilitation of the first Sponsor/Panelist Company encounter including: logistics, attendees, agenda and agenda content, meeting facilitation, and documentation. CTWs are conducted under 3-way nondisclosure agreements put in place before each workshop.

Commercial Transition is now an integral part of the Summit System, employing the needed resources, structure, organizational effort and energy needed to fully realize System results.

Here are some of the benefits of the Commercial Transition stage of the Summit System:

- **Relationships**  
Business is about personal relationships. The transition of ISIS' personal relationship with a Panelist to you is done in person, versus a telephone conversation. Remember the Panelist has had no contact with you. Because ISIS already has a personal relationship with Panelists, we set a cordial, collegial tone that is not possible when strangers first meet.
- **Influence**  
ISIS can easily encourage a Panelist in matters that can assure a successful meeting, such as pulling in the right additional decision makers and specifiers from his company and the actual decision making at the CTW meeting. It's not unusual for a Panelist CTW team to have 10 or more senior colleagues present. This is not a group that typically assembles for this purpose in the course of business as usual.
- **Objective Facilitation**  
ISIS facilitation involves asking the tough or sensitive questions of the Panelist's company during the CTW. At the same time ISIS needs to be an advocate for "both,, sides in the interest of balance, objectivity and progress.

ISIS INTERNATIONAL, INC.

588 Monroe Turnpike • Monroe, Connecticut 06468 USA  
phone 1.203.261.5300 • fax 1.203.261.4911 • email [info@isisusa.com](mailto:info@isisusa.com)  
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- **Systematic & Focused**

The planning and execution of a CTW is performed with the same precision as the Summit Conference. Through ISIS expert facilitation, all agenda items are handled and transformed into specific actions with defined responsibilities and timing. Of course, there will also be complete documentation. While ISIS can orchestrate, facilitate and set the stage for all of the above to happen, it must be the Sponsor who communicates content, expertise, credibility and confidence needed to “make the sale., ISIS is in the picture to be certain that this happens rapidly, efficiently and with the right audience.

- **Intensity & Speed**

ISIS typically arranges 4 transition workshops in a one week time frame, at the offices of the Panelists. We gently use our leverage with Panelists to "force" dates and the composition of Panelist team participants.

- **Creativity**

Using our creativity prompting expertise, we often help both sides find modified, even new value propositions in real time... just as we do during the Summit Conference.

**Bottom line:** The Commercial Transition stage of the Summit System is the vehicle that delivers the extremely valuable commercial results and relationships that clients expect of the Summit Business Development System.