

JANUARY 14-17
SAN DIEGO, CA

GSM 2018

TRACK	WORKSHOP TITLE	PRESENTERS	DESCRIPTION	LEARNING OBJECTIVES <small>As a result of attending this session, attendees will be able to:</small>	INTENDED AUDIENCE	RSD/ DSM/ SAM/ TAM/ PAM	ISAM/ ISR/ SDR/ LGS	BSR/ LP	SPECIALISTS				MKTG
									SEQ	GT	ONC	RGH	
									M = MANDATORY			R = RECOMMENDED	
DRIVING UTILIZATION	101 – New Product Introduction - Targeted Resequencing Solution for Illumina's Benchtop Portfolio	Mitu Chaudhary James Hudson Rooz Golshani Claire White Eva Tseng	This workshop is intended to help develop your ability to position the new Illumina targeted resequencing portfolio to drive benchtop sequencers and consumable pull-through.	<ul style="list-style-type: none"> - Articulate the features of the new portfolio offering - Describe initial customer targets and related value propositions - Position within the ILMN portfolio and against competitors, using sales tools - Message promotion and transition options 	This session will benefit anyone who's responsible for selling targeted resequencing solutions, including benchtop sequencers and library prep consumables.	R	M	R	R	O	R	O	O
	102 – Driving the Transition from Exomes to Genomes	Dave Miller	This workshop will be focused on driving the transition of Whole Exome Sequencing to Whole Genome Sequencing. A strong emphasis will be placed on addressing concerns and the common misconceptions around these methods including when and how to position this conversion. The workshop will include a short presentation covering these concerns and misconceptions along with an interactive discussion session.	<ul style="list-style-type: none"> - Clearly describe the value of WGS - Address the common concerns raised when comparing WES to WGS (such as cost, complexity and performance) - Effectively position the transition to WGS - Describe key examples of the success of WGS over WES - Know when and how to position transitioning from WES to WGS - Know when and how to engage with the Sequencing Specialists 	This session is aimed at anyone who may be having this type of discussion with customers - primarily account owners and specialists.	R	O	R	R	O	R	O	O
INCREASING SYSTEM PLACEMENTS	103 – Firefly: Meet your New Lab Partner	Geoff Hamilton Bellal Moghis	Hear directly from customers who are new to NGS or currently outsourcing and learn how they plan to use Firefly in their labs. Learn how you can apply these concepts to identify customers and drive Firefly sales in your territory.	<ul style="list-style-type: none"> - Leverage the product use cases presented to identify target customers whose needs are aligned to the Firefly solution 	This training is applicable to anyone driving instrument sales, in particular, those responsible for benchtop platforms.	O	M	R	R	O	O	O	O
	103 – APJ Firefly Go-to-Market Strategy (APJ ONLY)	Ana Carrera Gareth Elvidge	Gain a clear understanding of our launch and go to market strategy for Firefly in APJ. This will include consideration of the geographies where the Advance Exchange Service and Support Model will be viable or challenging, key applications that will be relevant in different markets across APJ and the overall positioning of this new platform in our benchtop portfolio.	<ul style="list-style-type: none"> - Describe the different geographies and market segments in APJ where the Advance Exchange Model will work - Explain the value proposition of Firefly and how it compares to the rest of the benchtop portfolio - List the key applications and leverage use cases to identify opportunities for Firefly placements - Identify the challenges of the Advance Exchange service model in some APJ regions - Position alternative NGS solutions if Firefly is not a viable option 	This session is only for those in APJ who are responsible for driving benchtop platforms sales.	O	M	R	R	O	O	O	O

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SALES ENABLEMENT TOOLS	107 – MANDATORY FOR SALES Sales Dashboard Reporting Enhancements (Regionally Based Sessions)	Cameron McKenzie Nate Mayfield Arjuna Kumarasuiyar	Learn how the Opportunity Management dashboards can assist the Sales organization to better manage their territory & opportunities and optimize their selling time to ultimately maximize their earning potential.	<ul style="list-style-type: none"> - Recognize the intended value of the New Dashboards as a way to more effectively manage opportunities - Understand the expectations from leadership in using the tool as a way to communicate and share ideas relating to pipeline health and opportunities for growth - Identify key features of the tool that will enable a better understanding of trends and risk that can affect % to forecast attainment 	This is a mandatory session for all those who manage and/or view opportunity information in SFDC.	M	M	M	M	M	M	M	O
ROLE-BASED DEEP DIVE TRAINING	201 – Cultivating Sales Through Effective Discovery and Positioning	Emily Parng	Join us for this interactive session focusing on core selling skills. Using demos, group discussion and role-play, practice techniques to be more effective at uncovering customer needs, and how to then position Illumina end-to-end solutions.	<ul style="list-style-type: none"> - Describe generalized latent pains for new to NGS, new to Illumina, and existing customers - Use effective questioning to validate and quantify pain, and qualify the opportunity - Identify the appropriate Illumina solution best suited to address customer need - Create effective buying vision to demonstrate value and capability of Illumina's solution 	This session is intended for those in an ISR, ISAM or BSR role.	O	M	M/O					
	202 – Creative End-End Sequencing Application Ideas: Meet Resources You've Probably Never Accessed Before!	Gareth Elvidge Gary Schroth	This session will provide a forum for discussing cross-region best practices and trends. Hear from your specialists about creative team selling approaches including the latest competitor intel and get a chance to hear from Dr. Gary Schroth, Distinguished R&D Scientist.	<ul style="list-style-type: none"> - Identify which applications are trending by region and why customers are excited - Become knowledgeable about the latest competitor offerings - Describe how R&D is approaching new application development 	Any global specialist role; TAMs welcome.	O		O/M	M				
	203 – Array Applications: Where Can I Find New Growth Opportunities?	John Picuri Jay Kaufman Estelle Giraud	Arrays are being used in many of the fastest growing genomic applications, that go well beyond traditional GWAS studies. Learn what these are and where to find new Array growth opportunities in these emerging segments.	<ul style="list-style-type: none"> - Identify, assess and close on new growth opportunities in emerging segments <ul style="list-style-type: none"> i Identify top growth opportunities for the evolving array portfolio ii Articulate the critical business needs of these new customer segments for effective qualification iii Compare the needs of these new customers to those of my existing customers iv Find and use a variety of resources to help me succeed in this area - Become intimately knowledgeable about new products and product updates <ul style="list-style-type: none"> i Understand how these may or may not be suitable for the customers that I am targeting ii Distinguish array opportunities from sequencing opportunities 	This session is intended for Genotyping specialists, clinical sales specialists, and anyone else in a sales or marketing role with array responsibility.	O				M			

