TRACK	WORKSHOP TITLE	PRESENTERS	DESCRIPTION	LEARNING OBJECTIVES As a result of attending this session, attendees will be able to:	INTENDED AUDIENCE	RSD/ DSM/ SAM/ TAM/ PAM	ISAM/ ISR/ SDR/ LGS	BSR/ LP	SPECIALISTS				MKTG
						M = MANDATORY			R = RECOMMENDED			O = OPTIONAL	
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.	- 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.	- 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.	- 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.	- 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 respnsible for driving benchtop platforms sales.	O	M	R	R	O	O	O	O
	104 – Benchtop Systems: Expand Your Installed Base by Effective Targeting of Key Customers	Dan Brekken Adam Hauge	Given our diverse benchtop portfolio and customer base, customers may struggle to identify and adopt the right solution. In this workshop, we will uncover the needs of key benchtop customer types and applications, align them to our differentiated portfolio offering, enabling you to position the right solution more effectively. You'll be better equipped to identify up-sell/cross-sell opportunities, and know when to walk away.	- Describe the critical business needs and pain points for key benchtop customer types - Explain main differentiators between Firefly, MiniSeq, MiSeq, and NextSeq - Position the product solutions best aligned to address the key customer needs - Identify upsell opportunities for applications/methods and benchtop systems	This session will benefit anyone responsible for benchtop sequencer sales, but is primarily meant for newer sales team members who are less familiar with the nuances of the benchtop portfolio and key customer types. Sales team members who have been selling benchtops for multiple years may be familiar with the customer types we will discuss.	O	M	R	R	O	R	O	O
	105 – Driving Adoption of the NovaSeq 6000	Aboli Rane Kevin Shianna	This workshop will provide data points and value/capability messaging to help drive the adoption of NovaSeq with an emphasis on HiSeq conversions. Hear about new techniques and tools and learn from your peers how they successfully transitioned customers to the NovaSeq 6000.	- Articulate the key value drivers to support the transition from HiSeq to NovaSeq i Significantly improved operating costs ii Ability to cost effectively sequence more samples, to greater depths of coverage and higher output methods and applications iii Improved output flexibility and operational efficiency - Respond effectively to potential customer resistance	This session will benefit anyone responsible for NovaSeq sales/ conversions.	R	O	O/M	R	O	O	O	O
SALES ENABLEMENT TOOLS	**106 – Sales Tools & Conversations: What to Know, What to Show**	Kathleen Pierce Miriam Happe Andrew Barnard Scott Taylor Susan Felke	In this session, you'll discover new sales tools that will streamline the process of learning about products and markets and enable you to prepare compliant, custom information for a sales conversation in minutes. We will practice using these tools in common selling scenarios from the perspective of different sales roles.	- Model Illumina Advantage economics and estimate pricing for partial kits using the new updates to the Sequencing Cost Estimator - Use country specific currencies, new product pricing, and new product reference cards now included as part of the Sales binder - Quickly & easily access relevant product & market information via multiple new avenues e.g. NewsCenter & Experience Pages in ICE, and predictive content in SDFC - Use ICE offline sync and Workspace to be ready anywhere, any time - Build a customized, CAP-compliant PowerPoint pitch with LiveDocs in under 5 minutes - Apply a simple formula for identifying what follow-up content will help advance the sale	This session could benefit anyone who needs product and market information (e.g. sales collateral, cost-estimators, customer-facing decks).	O	O	O	O	O	O	O	O
	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.	- 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.	- 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.	- 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.	- Identify, assess and close on new growth opportunities in emerging segments 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 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			
	204 – Successful Selling in the Oncology Market: Expanded Portfolio and Future Roadmap	Claire Attwooll Naomi O'Grady	Capitalize on the expanded Oncology portfolio to position Illumina as the ideal partner for clinical and translational laboratories. Target both new to NGS and existing labs to drive adoption and expansion in 2018.	- Describe the current Oncology Portfolio, future roadmap and regulatory strategy. - Clearly explain different customer segments and their pain points. - Demonstrate understanding of product positioning to: i Describe the advantages of fixed panels vs. custom to meet customer needs. ii Successfully position the 'lead' panel for a specified lab/customer type. iii Demonstrate ability to reflex to alternative options. iv Clearly articulate the value proposition of, & differentiate between, similar panels. - Utilize Sales Tools to drive success in 2018	This session is intended for clinical specialists, or anyone else interested in learning about the Oncology market.	O					M		
	205 – NIPT in the Clinics: The Spearhead for Clinical NGS	Gustav Karlberg Vanessa Moeder Alex Helm Felicia Hawthorne Amit Patel Douglas McCannel	Exceed your goals in the clinical market in 2018! In this workshop you will become a black belt sales executive for VeriSeq NIPT solution. Learn to differentiate solutions in the NIPT market to karate chop your quota in 2018. Note there will be two session, IVD and RUO. IVD session will be for the EMEA team	- Clearly position and articulate the value proposition of the VeriSeq NIPT solution for private reference laboratories and for public healthcare laboratories - Describe the differentiation of the VeriSeq NIPT solution compared to other NIPT solutions and demonstrate knowledge of existing sales tools. - Compare different clinical studies and validation strategies and articulate the values to the customer of IVD labeled solutions. - Demonstrate the use of marketing collateral and competitive battle cards in collaboration with customers to help drive their success. - Explain the expansion of NIPT to all autosomal chromosomes and the utility for the test - Describe the impact of the recent NextSeqDx launch on current and future VeriSeq NIPT customers - Demonstrate knowledge of Illumina's genetic health offering, ranging from arrays to WGS	This session is intended for clinical specialists with a focus on NIPT and for TAMs who have significant NIPT opportunities in their regions.	O						M	
	206 – Future of Marketing at Illumina	Jason Jager, BCG Karen Possemato, Illumina	Marketing at Illumina is changing. Join us for a discussion on how we will develop more meaningful interactions with customers by retooling our existing roles and capabilities and adding new ones. We will look at product development, product marketing and market development and a new operating model that allows us to identify key business priorities and invest our resources to optimize revenue. We will explore the shift to pull marketing with investments in technology and data analytics to support the customer journey. To help make the new model come alive, we have designed an interactive, mixology activity where you will have the opportunity to "experience" the new model in action.	- Describe the changes in marketing roles and operating process as a result of Marketing 2020 - List the new capabilities in Marketing as a results of this project - Explain the benefits of moving to this new model - Demonstrate an understanding of how the new roles and process will change how work gets done	This session is for all those in a marketing role.	O							M