CPC 701 – BEST PRACTICES: CHALLENGES TO GETTING NEW OR DISRUPTIVE TECHNOLOGY / SOLUTIONS INTO THE ENERGY / UTILITY SECTOR

December 12, 2016
Time: 1:00 PM – 5:00 PM
Room: S320E
Registration Fee: $425.00, includes workshop materials, certificate of completion and coffee break
Instructor
Scott Affelt, President, XMPLR Energy / AVP Partner

Who Should Attend

- Early-adopter buyers of new technologies within the energy/utility sector.

- Sponsors or champions of new technology within the energy/utility sector.

- Salespersons selling new technology into the energy/utility sector.

- Managers/owners of new technology companies looking to introduce new technology into the energy/utility sector.

Overview & Objectives
Change may be the only 'constant' in many industries, but Energy/Utility customers many times just "want to be first to be second". This can be a challenge from the OEM perspective selling disruptive technologies/solutions or from the Industry perspective to adapt something new.

The traditional buying/selling process in the energy/utility sector can be difficult for any product or solution. A rigid RFQ process typically provides very little creativity or opportunity for alternative solutions. It is especially difficult for new, disruptive technologies since customers are typically resistance to change, have issues understanding value or selling it within their organization and want to avoid the risks of new technologies. Is your cycle for introducing new technologies too long? Are you perpetually doing pilots or demos than never turn into commercial projects? Are new solutions "very interesting" but never result in projects? The buying process for new or disruptive technologies is not the same as for traditional products. Both buyers and sellers need to understand the difference and adapt their process and strategies accordingly to be successful.

Course Highlights
- Understand the challenges of introducing new, disruptive technology into the energy/utility sector.
- Identify the buying culture of the organization.
- Compare and contrast the buying/selling process for traditional versus disruptive technologies
- Learn how to manage (internally and externally as appropriate) the process to be more effective getting new technologies introduced into this sector.
- Prepare internal value justification for projects.
- Create account maps and strategies to successful introduce new technologies
- Structure pilots/demos to validate the value of the technology
- Strategies for a successful commercial project.