

APPROACHING CERN SCIENTISTS

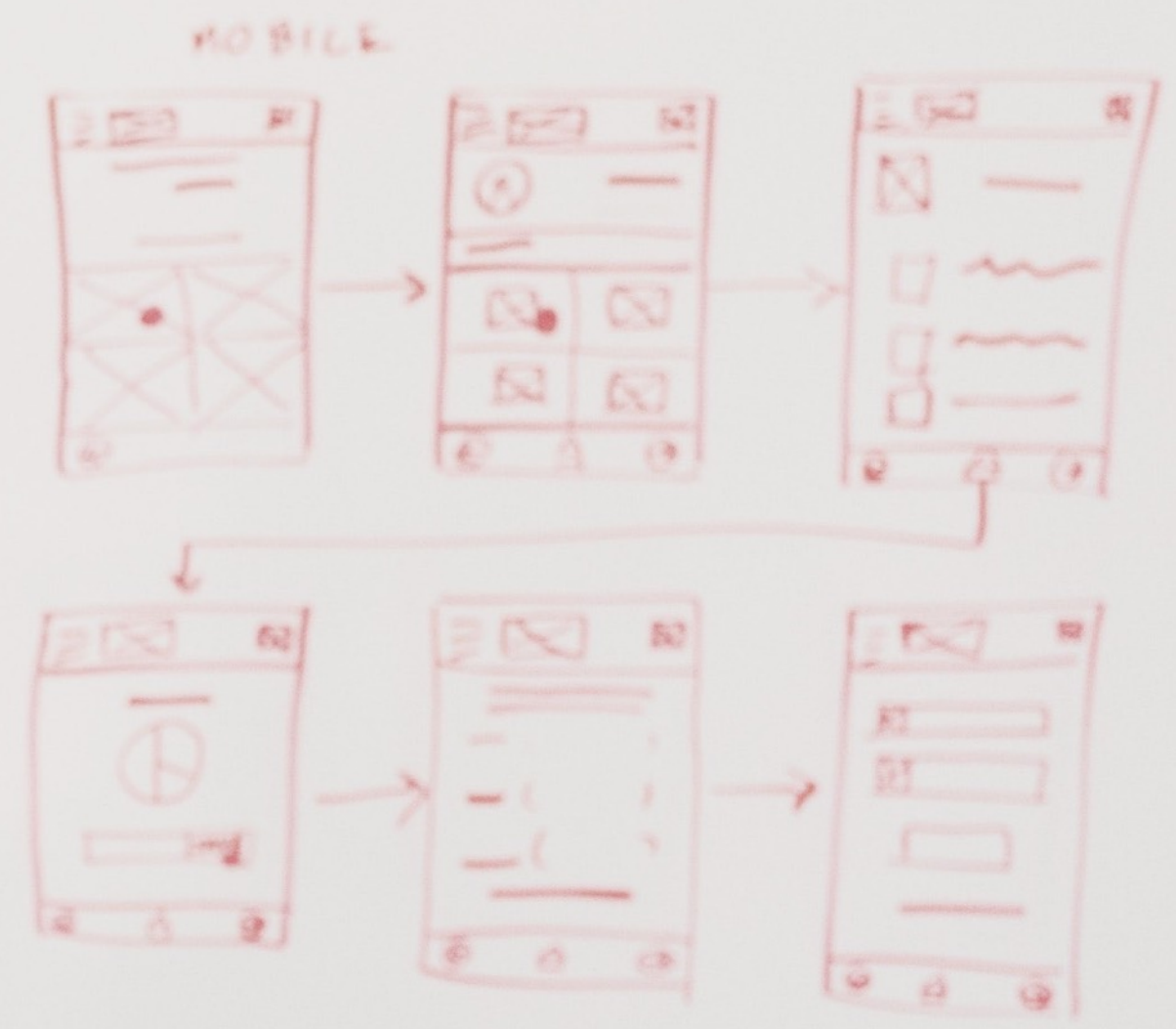
A woman with dark hair is holding a glowing particle detector track. The track is a thin red line that branches out into a complex, glowing blue and white structure. The background is dark with several out-of-focus circular light spots (bokeh) in shades of blue and white. The overall lighting is a cool, blue-toned glow.

And how to get
the feedback you need



OPPORTUNITIES:
THEIR KNOWLEDGE

CHALLENGES: THEIR TIME



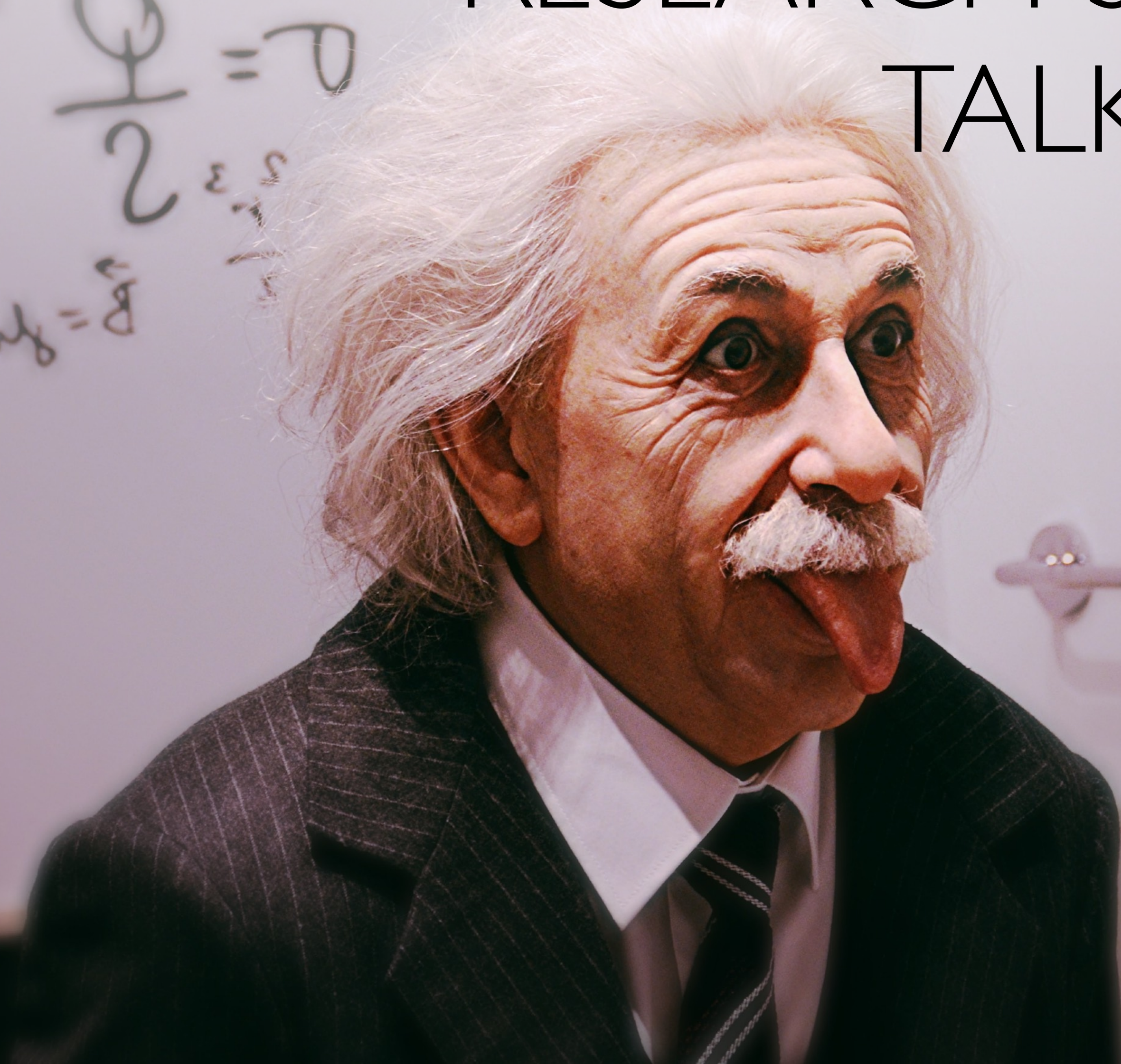






US KNOCKING
ON THEIR DOOR

WHY WOULD A SENIOR
RESEARCH SCIENTIST
TALK TO YOU?



Everyone likes to talk about themselves

Everyone likes to talk about themselves

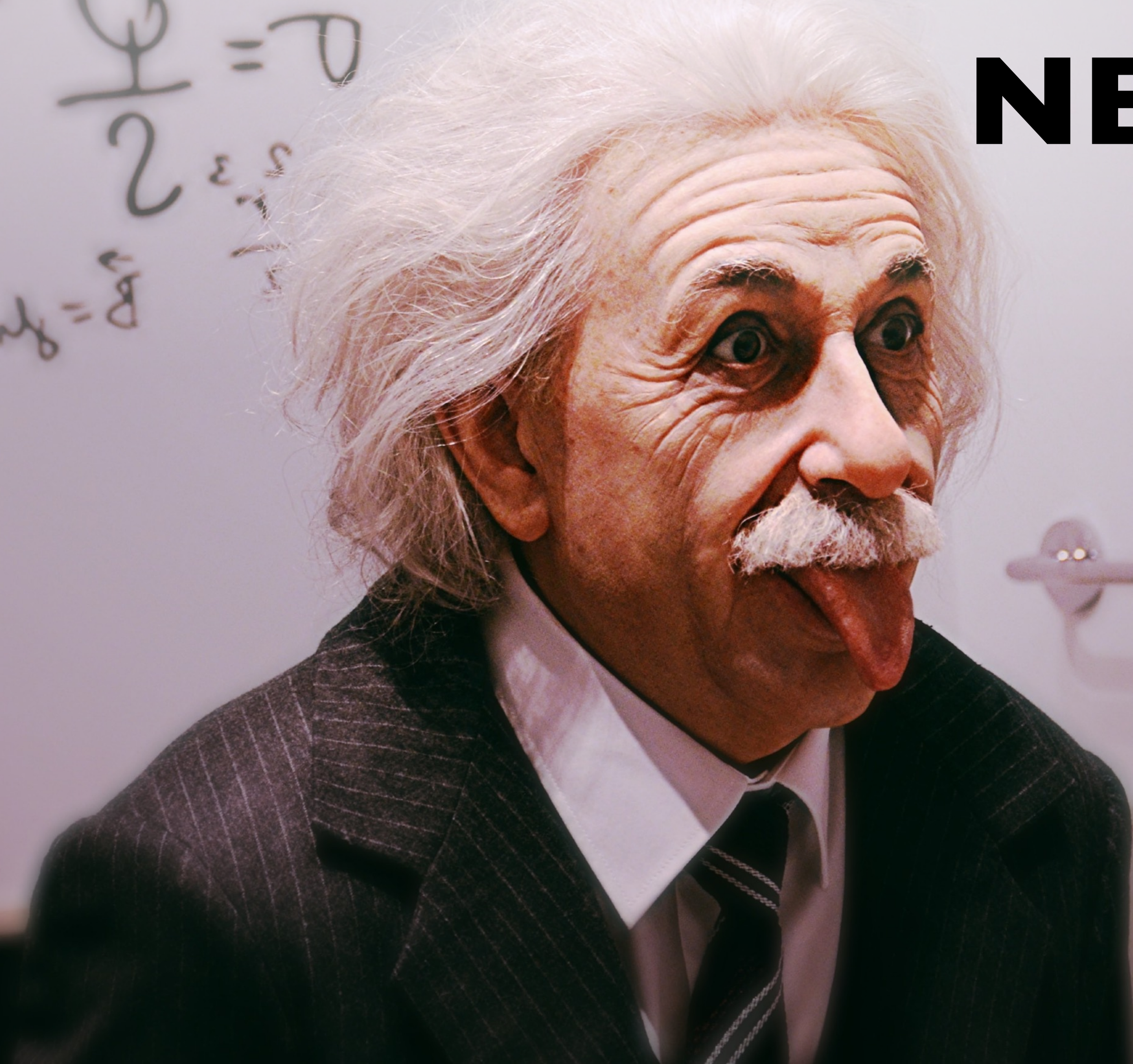
Everyone likes to sound smart

Everyone likes to talk about themselves

Everyone likes to sound smart

By nature, we all like to help each other

WHY WOULD A SENIOR
RESEARCH SCIENTIST
NEED YOU?



1

When and how to contact people at CERN?

1 When and how to contact people at CERN?

2 What do you ask about?

1 When and how to contact people at CERN?

2 What do you ask about?

3 How to get the feedback you need

1

When and how to contact people at CERN?

WHO DO YOU WANT TO TALK TO?

WHO DO YOU WANT TO TALK TO?

ASK IN ADVANCE

(2-3 weeks)

WHO DO YOU WANT TO TALK TO?

ASK IN ADVANCE

(2-3 weeks)

TALK TO ME FIRST

2

What do you ask about?

BE PREPARED

BE PREPARED

BE INTERESTED

BE PREPARED

BE INTERESTED

SPECIFIC QUESTIONS & DETAILS



They are **technical** experts.

Not experts in everything.







«It will not
work»



«You will not save
more than 1 %
maximum»



«**Maybe** you'll
save up to 10 %»

3

How to get the feedback you need

THE EXPERTS DON'T KNOW
EVERYTHING

TALK TO OTHER PEOPLE

1. Is there a problem?
2. How big is it?
3. Who needs to get this problem solved?
4. Which solutions already exists?
5. What are the disadvantages?
6. What is the advantages of your solution?
7. Timing?



CALL!



CALL!

Users and customers



CALL!

Users and customers
Competitors



CALL!

Users and customers

Competitors

Friends and family with knowledge



CALL!

Users and customers

Competitors

Friends and family with knowledge

Interest organisations / NGOs



«If I offered you a wonderful product that could solve all your problems, would you buy it?»

DON'T LOOK FOR A "YES"

LOOK FOR **INSIGHT**

1 When and how to contact people at CERN?

2 What do you ask about?

3 How to get the feedback you need

THERE IS NO MAGIC TOUCH

