

Special Invitation

“Business Development for Today’s Economy”

When: December 1, 2009
8:30 – 11:00 a.m.

Hosted by VICTRI

Where: 5509 Minnehaha Avenue South
Bldg 11, VA Medical Campus
Minneapolis, MN 55417



Don't miss this Executive Overview to learn about tools to make your business more competitive, increases revenue, improves retention, and develops new markets.

The purpose of this session is to provide you with the tools to build a business development plan for your organization, providing a roadmap for sales growth in today's economy that targets the right customers.

Following the workshop, your marketing and sales staff will have an understanding for developing **new ideas on how to approach prospects** and customers, resources needed, **improving product positioning** in the marketplace, and developing **focused promotional campaigns**.

Who should attend?

- Top-level executives,
- Marketing and Sales managers

Key Advantages:

- Better understanding of your company's strengths and weaknesses
- Match your mission statement with your marketing and sales messages throughout the organization
- Balance resources to implement various marketing and sales strategies
- Design metrics to measure your successes

Presented by Ken Pirkl of Green Thumb Business Development, who has 25+ years of real-world experience successfully working with many Minnesota companies to grow their businesses.

Limited Space Available, please Register by November 26, 2009

Cost: Vets - \$25 or Non-Vets - \$35

Early Registration Vets - \$20 or Non-Vets - \$30

Map/directions: <http://victri.org/Directions.aspx>

To Register:

- **Online at:** [www <http://victri.org/contactus.aspx>](http://victri.org/contactus.aspx)
 - *In Message box – please note that you are registering for this event*
- **By phone:** 612.353.5600
- **Fax:** 612.234.4611

Sorry I cannot attend this event. However, my company is interested in experiencing the power of a targeted business development plan. Please contact me so we can discuss this further.

NAME: _____ EMAIL: _____
COMPANY: _____ PHONE: _____