



Sales & Marketing

Have you optimized the contributions of your most valuable revenue resource?

WHAT ARE THE BENEFITS?

Join a group of successful sales and marketing professionals to

- Learn via best practice and benchmarking presentations.
- Gain from candid critiques in a confidential forum.
- Receive advice from peers on your critical problems.
- Share proven successful sales & marketing tactics.

WHO ATTENDS?

Individuals whose job may include sales and/or marketing management or key decision makers of manufacturing and distribution firms.

WHAT'S THE FOCUS?

Optimizing sales & marketing related resources and objectives.

Past topics have included:

- Sales force selection, training, and compensation
- Sales process management
- Identifying ways to impact new product development
- Campaign management

WHAT'S THE COMMITMENT?

Members

- Attend morning sessions on every second Friday of the month
- Contribute and share their experiences.
- Host one program every 12-18 months