



Sales & Marketing Peer Group

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

WHAT ARE THE BENEFITS?

Peer Group Membership includes:

- Lasting relationships with peers that foster Continuous Improvement
- Benchmarking tours of leading manufacturing companies
- Sharing best practices and candid, confidential feedback
- **Plus!** Company Membership* for your entire company in the Manufacturers Alliance at no additional charge!

WHO ATTENDS?

Individuals whose job includes 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:

- Segmentation and Targeting New Markets
- Differentiation
- The 4P's of Marketing and Communications
- Impacting New Product Development
- Digital Marketing
- Lead Generation

WHAT'S THE COMMITMENT?

Membership Commitment:

- Attend monthly meetings typically the 2nd Friday, 8:00 -10:30
- Candidly contribute and openly share experiences
- Host and present to your group about once every 12-24 months
- Pay Peer Group Membership dues*

"I have personally been a part of Leaders Alliance for several years, specifically the Sales and Marketing Group. When we share business peer topics, it is like having your own mini Board of Directors to provide a sounding board for your ideas. I recommend Leaders Alliance to all."

Jon Althoff, Dir. Of Global Marketing
Skyline Exhibits

*If you currently have a Company Membership, you can stop paying those dues. We will credit any unused portion.