



Sales & Marketing Peer Group

WHAT ARE THE BENEFITS?

- Relationships with peers that foster improvement and growth
- Share best practices and candid, confidential feedback
- **Plus!** Our Company Membership option 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. Topics may include:

- 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?

- Attend monthly meetings typically on the 2nd Friday, 8:00 –10:30 a.m.
- Host and present one session every 12-24 months
- Candidly contribute and openly share experiences
- Pay the Peer Group membership dues

"I have been a member of the Manufacturers Alliance Sales and Marketing peer group for several years. Being a member is like having your own Board of Directors to provide a sounding board for your ideas. I recommend it to all industrial Marketing professionals,"

Jon Althoff

Director of Marketing, Skyline Exhibits