

EXECUTIVE POWER STRATEGIES

How to Grow Your Software, Technology or Professional Service Business Using a Planned Process

Corporate Strategy, Sales and Marketing Management Best Practices and Benchmark Seminar

Atlanta, GA

June 4-6, 2008

Hilton Atlanta Airport

Who should attend:

This three-day, dynamic and interactive seminar is designed for senior management teams seeking to grow their business. Attendees include CEO's, Presidents, VP's of Sales, VP's of Marketing and Business Development Managers of small to medium-sized businesses.



You will learn:

- How to identify new market opportunities and niches
- Discover the best practices for hiring the right salespeople
- How to build a replicable sales process
- Determine business metrics to manage your company by
- How to benchmark your sales team against the industry

...and much more!

www.ExecutivePowerStrategies.com

Course Outline

"I am a Richardson sales training certified instructor and this course was far more actionable. I really enjoyed the interaction and reality of the courseware."

Al Fiandaca, Director of Sales, SpectraSoft, Inc.

"Excellent high energy seminar providing real life useful information for growing your business!"

John Walden, VibrAlign

"Very good collection of tactical marketing actions that all mid-sized companies should execute."

John Overholt, SVP Sales

"One of the most practical seminars I've ever attended."

Andrew Schwab, CEO

"A value-packed event. Surpassed my expectations. Terrific!"

Don Addington, CEO

"Like drinking from the sales and marketing fire hose! Good information from the master fire fighter."

Dick Blom, VP Sales

SALES

- Why prospects buy
- Reasons why most firms are missing their revenue pro formas and the correct techniques to deploy now to change your success outcome
- How to hire the right sales management team to lead your sales staff
- The best method to calculate an accurate sales forecast
- How to calculate and evaluate lost sales analysis to manage and accelerate sales productivity of individual sales account managers and sales territories
- How to sell products and services to senior management teams of Fortune 1000 companies and presidents of small firms quickly using speed selling techniques
- How to hire the right salespeople to match your current sales model and increase their sales success
- How to set up a sales forecast and sales pipeline management system that's easy to track and administer
- How to convert your firm from a horizontal sales group to a vertical selling powerhouse

MARKETING

- Why most web sites do not generate sales leads and how to dramatically change your conversion rate of unique web site visitors into sales prospects
- How to use B2B email to generate qualified sales leads at a low cost
- Why most "Relationship Marketing" methods fail and how to use "Transactional Marketing" methods to increase revenue
- How Pay-Per-Click marketing can help launch your B2B company and its products and services instantly
- Simple ways to evaluate your press relations program to determine its effectiveness
- How to launch business-to-business seminars to attract qualified C-level prospects
- How to increase sales to existing customers
- How to reduce your marketing costs and increase sales
- How to manage marketing more profitably
- How to develop a "value forward" marketing program

STRATEGY

- How to develop market gap analysis programs to identify your market and services demand factor and discover new business niches to attack
- How to evaluate and increase the productivity of your salespeople based on their sales penetration capabilities not just their sales quota attainment
- How select, deploy and maximize strategic partnerships
- Tactical elements of a strategy plan and how to use its information to help your sales and marketing teams
- How to deploy market gap analysis for new sales markets, manage existing markets and make senior management decisions immediately
- Why most firms fail when they use branding or their company name and how to reposition your firm to grow based on the deployment of branding best practices
- How to integrate sales, marketing, strategy and strategic alliances into one outbound sales program
- How to create a CEO Business Development Growth Scorecard to manage your sales and marketing departments more effectively
- How to create a 60-day action plan to launch, monitor and implement your sales, strategy, and marketing programs to immediately increase your revenue opportunities

For more information or to register, contact Value Forward Group at 770-632-7647 or visit www.ExecutivePowerStrategies.com