

## Unstoppable Sales and Marketing

*Strategies and Tactics for the Business Owner*

Big marketing doesn't take big bucks! From strategy to tactics, this program reveals a seasoned startup and turnaround marketing consultant's secrets for building profits, market strength, and sales growth—while working with what you have. This practical approach helps business owners focus their limited resources where it really counts.

Zero in on the three success imperatives—worthy markets, effective process, and persuasive communications. Evaluate and optimize your organization's sales and marketing effectiveness with this practical model. Learn the secrets of volume, value, and velocity that drive sales success. Segment your markets, find and target profitable segments, and create marketing messages that really sell. Communicate like a marketing pro on the web, with email, social media, postcards, and even point-of-sale signage.

### Content

- Evaluate your sales and marketing with an expert's eye
- Identify the success imperatives and focus your energies
- Communicate with greater credibility and persuasive pizzazz
- Tune up your sales and marketing system for maximum effectiveness

### Format

Keynote, breakout session, and one-day workshop formats are available

This program is custom tailored for the participant's industries

