



## HIGH PERFORMANCE SALES & MARKETING

VALUE • VOLUME • VELOCITY

### *How A Players Dominate their Territories in Today's Volatile Markets*

In the new economy of volatile markets and wide-spread uncertainty, many sales professionals are on the defensive – but for those in the know, opportunity abounds!

This program provides the latest research on business-to-business marketing and reveals the systems, strategies, and tactics this seasoned sales and marketing turn-around consultant has used to build profits and growth, even in challenging markets.

Whether you run a territory, sales team, or company, success depends on the opportunities targeted and the tactics deployed. Learn the secrets of segmenting, evaluating, and targeting worthy markets; how to integrate your marketing strategies and sales process; and how to build an unstoppable sales and marketing machine that dominates your chosen territory.

- Tune up your sales and marketing systems with Value, Volume, and Velocity
- Launch strategically targeted campaigns to dominate markets and boost profitability
- Evaluate your sales and marketing process with an expert's eye

#### **Speaker's Bio**

Ron speaks from experience. He is the founder of nine companies, a four-time turnaround executive, a Fortune 500 marketing VP, and has consulted on the startup of more than 250 companies and products.

A twice-published author (Penguin Putnam and McMillan), Ron has spoken to more than 2000 groups in 47 of the United States, throughout Canada and Australia, and in Columbia, Russia, and Brazil.



His client list includes many notable organizations such as UCLA, INTEL, Boeing, VW-ERL, Atlas Copco, Leica Geosystems, MPI, AMGEN, ADT Tyco, Thermo Fisher, AEM, Oleon Chemical, Fairbanks Scales, Sullair, Comerica Bank, Nalco, Detroit Testing, Schneider Electric, and many others.

He lives in the Pacific Northwest where he is an avid trail runner, sea kayaker, sailor, cook for his lovely wife, and the lucky Papa of three awesome grandchildren.

#### **Travel**

Fee includes travel to venues within North America.

#### **Participant Reviews**

*"...awesome set of tools you provided my team! We're already implementing ideas."* - J. Powell, Eagle Crusher

*"...the course was fantastic and I encouraged my boss to send the rest of the team!"* - M. Gryp, KINZE Mfg

*"I have been transforming my territory daily... thanks for your great work."* - R. McFadden, Stanley Tools

*"Truly the height of the conference for me... a wonderful and inspirational sales and marketing presentation at Cascadia MPI."*

-E. McMichaels, Five Pine Lodge & Conference

