

## Unstoppable Sales and Marketing

### *Practical Strategies and Tactics to Grow Your Business*

Big marketing doesn't take big bucks! 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.

Designed for non-marketing professionals, you'll learn how to leverage three success imperatives: worthy markets, effective process, and persuasive communications. Learn the secrets of segmenting, evaluating, and targeting to maximize your return on effort and boost sales. Communicate like a seasoned pro on the web, with email, social media, sell sheets, trade shows, postcards, and more. These practical strategies and tactics deliver big results even on a small business budget.

#### Content

- Tune up your sales and marketing system for maximum effectiveness
- Communicate with greater credibility and persuasive pizzazz
- Launch targeted campaigns that boost your market share and profits
- Identify the success imperatives and focus your energies
- Evaluate your sales and marketing with an expert's eye

#### Format

Breakout session to one-day workshop formats are available

This program is custom tailored for the participant's industries

