

Invitation to January Leadership Meeting

January 9, 2012

How to Market Products or Ideas
Tools and Systems to Find Out What Your Prospects Buy (or Believe)



Presentation Summary

This presentation looks at marketing; marketing your products or services to outside customers and/or clients as well as marketing your processes, culture or vision to your internal staff.

We examine some of the flawed ways that major marketing firms have rolled out new products in the past and also the problems with some current marketing research methods.

We look at how to determine what people really want, what people will really do, and how you can use that knowledge to help provide value, gain respect and create loyal fans (customers) for your business.

We will look at the eleven steps involved in selling.

We spend time on some simple research tools you can use and also provide you with a more extensive list of available resources that you should consider.

We look at how to use information as an inducement to relationship building

You will be given an example outline of a simple campaign that you can construct to build your list of quality prospects.

You should walk out of this presentation with a better understanding of what you need to do and how to do it to increase your prospect list and to fine tune your marketing campaigns.

Date: Thursday, January 26, 2012 from 6:45pm to 8:45pm

Registration: 6:15 pm to 6:45 pm (Dinner and networking)

Presenter Biography

Paul Stevens is a small business marketing consultant and author of the recent book "Online Marketing for Local Businesses." He is currently working with the municipality of Trent Hills to improve the marketing of local businesses affected by a four month long bridge closure that will be happening next year. Paul spent 30 years in the nuclear industry before leaving to pursue his love for marketing, computers and the internet. His first website went up in 2003 and he has pursued SEO, traffic generation, relationship selling and online marketing ever since. He currently operates Bootstrap Local Marketing and lives in an idyllic rural setting with his wife Lynn and their two dogs.

Location: SIEMENS Milltronics
1954 Technology Drive, Peterborough, ON

Contact: heather.munro@siemens.com for further details and registration. To support our catering arrangements and reserve limited seats, please pre-register by January 24, 2012.