

marketing + selling

MASTERCLASS FOR CEOs



As CEO of a Queensland SME, we understand that your success is determined by:

1. Your potential customer base being aware of you
2. What your customer base knows about you and thinks of you
3. Your sales team's ability to access potential customers
4. Your sales team's ability to develop trust with customers
5. The amount you sell and the margins you can generate from those sales

This session will increase your confidence and support effective decision making and business sustainability in 2010 and beyond.

time 4:00pm to 7:00pm

date Tuesday 23 March 2010

cost Free
Sponsored by Enterprise Connect, Department of Employment Economic Development and Innovation, Brisbane Technology Park and Logan Office of Economic Development

place East Auditorium
Brisbane Technology Park
Cnr Logan and
Miles Platting Roads
Eight Mile Plains

[Click here](#) for Google map

marketing

The first session will be run by **Megan Walker, Director of Market Savvy** who works with SMEs on a daily basis and has a background in the industrial sector. At the end of the marketing session you will:

- Have a clearer picture about marketing and understand the options that are relevant to you
- Understand the marketing priorities for your business
- Know what various marketing activities cost and what you can expect in return
- Learn about low cost marketing activities that you can implement internally

[Click here](#) for more information on Megan Walker
www.marketsavvy.com.au



selling

The second session will be run by **Keith Dugdale, Director of ioweu** who is an international speaker, author and expert on the subject of relationship building and selling. At the end of the selling session you will:

- Be aware of the types of relationships you can have with your customers and the value of each
- Understand how to improve the strength of your relationships and thus increase your sales and margins
- Understand who your sales team should be selling to at the customer
- Understand how you can manage your sales team / customer relationships
- Understand how you can get people of influence to do your marketing for you

[Click here](#) for more information on Keith Dugdale www.ioweu.com



Book now to secure your place

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Limited places available to CEOs only. Attendees will be capped at 60 to maximise learning and networking opportunities.