

Business development seminars for executives and professional staff



Schedule an informative, intelligent and inspiring presentation to be given at your business or conference location.

More about our core topics:

- **GETTING CUSTOMERS TO COME TO YOU**

Marketing is a lot like gardening...plant the right seeds at the right time in the right location, fertilize with sales calls, and you'll have a bountiful harvest of new clients and repeat business. Learn which marketing tactics work for your industry. While no one tactic can do it all, we'll discuss how a winning combination of tactics will yield better results. Content is customized to the needs of your firm or industry.

Audience: *Senior associates in professional service companies (accounting, law, recruitment, financial services, insurance, engineering) and related associations*

- **WRITE REPORTS AND PROPOSALS WITH EASE**

For important proposals and reports designed to spark action or buy-in, learn how to incorporate our formula for writing success. Professional and/or administrative staff will learn how to present essential information in a clear, comprehensive and compelling manner. This formula will allow your team to complete reports faster, with less stress and fewer grammatical errors – error-free if you use our editing service. Get better results by learning how to:

- Identify and correct the five most common writing errors
- Organize a report
- Stage a report to prevent burn-out
- Get needed facts from coworkers without coercion
- Blend in industry facts and figures
- Create a report with impact

Audience: *Administrators, philanthropy professionals, engineers, accountants, business owners and sales staff*

Customized presentations that focus on marketing, communicating and writing are available by request. As part of our presentations, we provide training materials and follow-up communication to reinforce key messages presented. Cost is based on audience size, topic and setting.

Call (734) 416-5915 today.

Seminars/presentations