



THE PRESIDENTS FORUM AGENDA

Date: **Wednesday, March 11th, 2020**
Time: 12:00 to 4:00 pm
Location: Inverness Golf Club

MAXIMIZING YOUR COMPANY'S REVENUE GROWTH

- Are you satisfied with your company's revenue growth?
- Are you appealing to the right markets and segments with the right differentiated offerings?
- Is your message to the market compelling and differentiated from your competitors?
- Is your sales force properly motivated, managed, and executing to their potential?

Join us for our Workshop on Maximizing Revenue Growth. From Strategic Planning and Marketing to Sales and Marketing execution, there are many factors that must be aligned and integrated into a single strategy to ensure maximum revenue growth in the shortest time. In this workshop our speaker will reveal key principles and best practices across this broad spectrum and work with you to understand how these can be best applied to your individual business environments.

Our survey of our members revealed the areas of our greatest interest are in Market Segmentation, developing the Right Products, Services, and Messages to Build the Brand, Sales Management, Sales Methodology, and Sales Compensation. Our speaker will spend most of our time together interactively exploring how these would be applied to your individual business.

Bring all of your thoughts and questions regarding how to grow your company's revenues to this meeting!

CORONAVIRUS: WHAT IMPACT IS IT HAVING ON YOUR COMPANY?

The leading story around the world for the last several weeks has been the Coronavirus. Clearly China has been the epicenter of this growing concern.

Let's discuss what impact this is having on your supply chain or on your customers.

Hopefully we can provide more real illumination on what is happening in China than what we are hearing from general media sources.

You don't need to bring your N95 mask!

FUTURE MEETING DATES

April 8th
Inverness G.C.

May 13th
Inverness G.C.

June 10th
Inverness G.C.

