



SALES AND MARKETING: AN HOUR WITH THE EXPERTS

Spend a lunch hour with marketing and sales experts Doug Fish and Jeff Schneider, and walk away with valuable tips, tools and techniques to boost your bottom line. Fast paced, interactive and focused on results, these one hour seminars will get you thinking about your business in a whole new, and more profitable way!

Seminars take place at **McCormick's Fish House on the second Tuesday of every month from 11:30am-1pm.** McCormick's is located at 9945 SW Beaverton-Hillsdale Highway, Beaverton, OR 97005.

Space is limited to 45 participants. Reserve your seat today.

Visit www.schneider.sandler.com to register. **Price is \$20 per person.**

Anyone is welcome. Come check it out and take away some useful tips.



MARCH 13, 2012 Cold Call Clinic

Crafting a calling approach unique to your product and industry is the first step to sounding different – and selling differently – than your competition. In this seminar, sales professionals, managers and business owners will learn how to turn cold calls into warm calls and break the fear that keeps them from making effective calls.

Topics include:

- Turn cold calls into warm calls and get past the gatekeeper.
- Differentiate yourself from the competition with a customized approach.
- Avoid voicemail and get return calls if you must leave a message.
- View a “no” as a shortcut to the right customers, not a rejection.
- Find the customer's pain and get invited into their office.



APRIL 10, 2012 How to Write a Marketing Plan and Brand Strategy

Every business needs marketing to drive sales, but too many approach their marketing without a clear set of goals or strategies. This hands-on session offers the tools you need to get your marketing plan headed in the right direction.

Topics include:

- Determining your marketing goal.
- Defining your target audience.
- Sizing up the competition.
- Developing a brand position.
- Allocating your marketing resources.



MAY 08, 2012

Negotiating with the Savvy Buyer

Most sales people believe they are great negotiators when realistically most are really good discounters, doing anything necessary to close the sale.

In this seminar, discover how to recognize poor negotiating tactics, close more sales without discounting, set the rules of negotiation, and how to recognize the two types of negotiating. Topics include:

- Sell your product at your price with your terms as often as possible (avoid negotiating).
- Recognize the beliefs and attitudes that undermine your negotiations.
- Control the negotiation by understanding the savvy buyer's nine sources of leverage.
- Adapt your negotiating techniques to the four styles that savvy buyers use.
- Identify and handle the eight tactics buyers use when negotiating.
- Get your concessions in a negotiation (and discount only as a last resort).



JUNE 12, 2012

Understanding the Latest Trends in Digital Marketing

Digital marketing is ever evolving, and unless your interactive strategy is keeping up with the times, the rest of your marketing program will be severely handicapped. In this seminar discover the tools necessary for every well-oiled marketing plan, and get your digital business on track. Topics include:

- The 10 keys to a great website.
- How to get visitors past your home page.
- Why are landing pages so critical to your success?
- How to collect email addresses more effectively.
- How to generate search engine traffic to your site.
- How to cut your website maintenance costs to zero.
- How to manage online consumer reviews.



DOUG FISH

has been on both the agency and client side of the marketing and advertising business since 1979. His current agency, Portland-based Fish Marketing, has a staff of ten creative and strategic marketers who provide traditional advertising and digital marketing services to over 30 small and medium sized companies in the Northwest. Doug has chaired the Portland Association of Advertising Agencies and the Salvation Army Metro Portland advisory board.



JEFF SCHNEIDER

has a long background in sales and sales management, with most of his 18 years of experience in media and advertising. He is President of Schneider Training Solutions, an authorized agent for Sandler Training, and a leader in innovative training solutions for sellers and managers. Jeff has trained groups up and down the West Coast, on topics relating to sales, sales management and personal development. Jeff's clear and concise style results in practical ideas and techniques his audiences can use right away.

