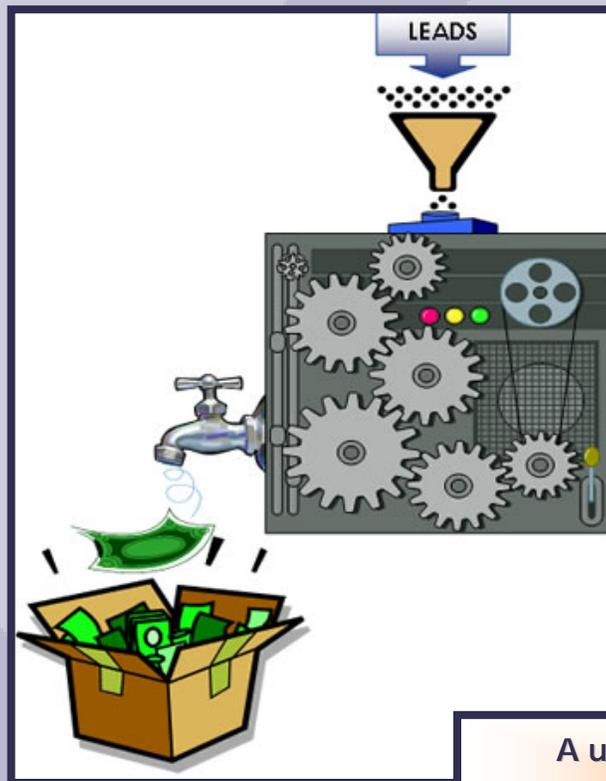


Unless you spend millions of dollars
on brand advertising,
this course will show you
how to focus your efforts
and marketing dollars.



A unique step-by-step
program for
Business Owners, Managers
and Marketers

How to Install a *Marketing Machine*™

Marketing success drives sales success.

AGENDA

- Does your marketing plan support your revenue targets?*
 - Are your marketing programs generating enough leads for your sales force?*
 - Are you suffering from low marketing response rates?*
 - Is competition beating you down?*
 - Are you losing revenues, market share (and sleep)?*
 - Do your sales and marketing teams really work together?*
- We'd like to help you find the right answers...

INTRODUCTION

The world is changing rapidly. In order to keep pace, marketers need to change too. We will help your marketing team to improve their efficiency, and your bottom line. Marketing success drives sales success, and unless you spend millions of dollars on brand marketing, the main objective of your marketing programs should be to generate qualified leads for the sales force.

The keys to marketing success are targeting, planning, focus, process, tools, integration, consistency, execution and replication — all components of the marketing machine. Therefore, installing a marketing machine should be your core marketing strategy, if you want to grow your business and prosper.

This training course will take participants through the various stages of setting up and running this exciting new methodology which blends the best from our own learning and experience, with the foremost contemporary thought, proven processes and techniques — a powerful, replicable methodology that we call the Marketing Machine™.

COURSE OBJECTIVES

This is **NOT a Marketing 101 class**. In fact, there is really nothing like it. This program is built and delivered for mature marketers in businesses like yours, by successful business leaders. If you use even a few of the ideas presented in this course, you will see a measurable improvement in marketing results.

You know the theories, now we will teach you, step-by-step, how to build a great marketing machine that will radically transform your organization. Not only will you BE better than your competition, but we will also show you how to DO marketing better than them, so that YOU are the obvious choice, to do business with.

This course also attempts to address the marketing versus sales "battle" by helping both to better understand and respect each other's, as well as their own, role in the business development cycle.

BENEFITS

This course will show you where to focus your efforts and marketing dollars to

- Synchronize marketing with corporate goals
- Dramatically improve the flow of qualified leads for your sales force
- Discover and leverage the potential of the Internet, Email and the World Wide Web as "killer" marketing tools
- Improve overall marketing and sales force effectiveness

8am — 9am
Check-in and Breakfast
9am — 11am
Lead Generation
Basic concepts
Aligning goals, marketing & sales
Targeting — No Pain, No Gain
Marketing plan
Budgets
Media planning
Process definition
11am — 1115am
Coffee Break
1115am — 1230pm
Lead Generation (continued)
Messages and content
Collateral and tools
1-to-N versus cold calling
1230pm — 130pm
Lunch
130pm — 3pm
Lead Generation (continued)
Acquiring lists
E-mail, Direct mail, Ads
Suspects and prospects
Landing pages
List management
Pipeline analysis
3pm — 315pm
Coffee Break
315pm — 430pm
Lead Management
Prospect databases
Database marketing
Building relationships
Next steps
430pm — 5pm
Questions and answers
Closing

- Reduce the cost of marketing and sales
- Increase scalability and your installed capacity for sales
- Differentiate your organization
- Improve lead and prospect management
- Improve market penetration
- Get more consistent results with strong process orientation
- Increase your average sales transaction value through cross-selling and up-selling opportunities
- Reduce your competition into a quivering, shaking nervous wreck.

WHO SHOULD ATTEND

Small business owners, non profit organizations, business to business marketers, sales persons and management from all industries and levels of expertise — anyone involved in developing, approving or executing marketing strategy, plans, projects and budgets or sales.

METHODOLOGY

We use the latest computer based presentation tools and other audiovisual aids to train, mentor and guide, in an interactive classroom environment that fosters active participation from the attendees. Marketers will learn how to assess every marketing situation, set realistic goals, devise a smarter strategy and deploy winning tactics.

INVESTMENT

For a small investment that is a fraction of your future returns, we will show you how to transform your company into an awesome force that dramatically improves your revenues and turns your competitors into nervous wrecks. Since transforming a team is a group effort, we offer discounts to groups of 3 or more from the same organization, and to participants from non-profit organizations. However, the total number of seats in any course is strictly limited, in order to maximize interaction.

ABOUT US

Trinity Business Management Co is a New Jersey based strategy consulting, training and technology company, with partner offices in Europe and Asia. Drawing upon decades of worldwide experience, across a variety of industries and economic environments, we provide unique solutions that enable you to align revenue targets, business plans, strategies, resources, technologies, policies, processes and people, in order to measurably accelerate your revenue growth and profitability.

We help businesses like yours to intelligently combine our solutions and expertise with their own business and domain knowledge to:

- make more accurate, objective and consistent decisions
- meet critical challenges such as, attracting new customers or improving interactions with the most profitable existing ones
- measurably influence results, with better marketing and sales processes
- improve the efficiency and closing rate of the sales force, through smarter customized and on the job training
- turn the Internet into a competitive advantage, by unleashing its power, as a customer acquisition and relationship management tool
- leverage the latest tools and technologies to understand and deliver what customers really want
- improve ROI and systematically advance business growth and profitability.

We have helped a number of small and large businesses, including a major Vintner, a French software company, a leading American credit risk solutions company and a prominent Indian software services company. We have also successfully trained marketing and sales professionals at companies like IBM, SPSS, TCS and Wipro, among others.

TBM is a member of the New Jersey Technology Council and approved as a Category 1 small business enterprise by the New Jersey Commerce and Economic Development Commission.

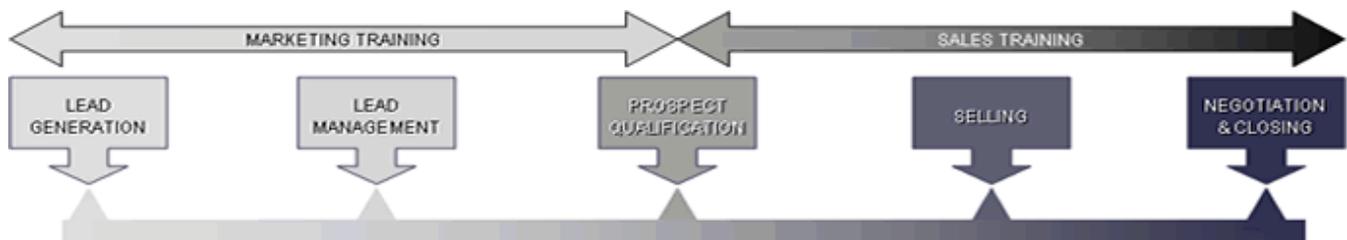
We are registered with the Better Business Bureau and D&B.

Our team offers 'on the ground' expertise in key locations around the world, including United States, Latin America, Europe, China, India and Asia Pacific. Every senior consultant has held top global management and 'C' level executive positions with technology reliant public companies around the world. They have learnt the art of running successful global businesses the hard way, and acquired a knowledge of business, processes, methods, laws, cultures, and languages, that can be rapidly leveraged to help you achieve your goals.

We've developed and executed strategic business plans; raised capital; set up and grown businesses; increased sales and market share; mentored business owners; trained marketing and sales teams; established partnerships, and marketing, sales, distribution, training and support channels in over 50 countries.

COURSES OFFERED

- Marketing: How to install a Marketing Machine™.
- Sales: Transforming the Sales Force™.
- Presentation Skills: How to make a winning Presentation. Every time.
- Customized Training: Internet marketing, lead generation, services marketing, solution selling, account management, customer relationship management, presentation skills and human quality.



Call today, to demoralize and decimate your competition!

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