



# Target New Markets & Focus Your Sales Team



**Webinar Series**

## Trade Show Markets

**S**earching for new business? You are not alone. This series of webinars is designed to inform and educate you and your sales team about the customer markets that are growing and their need for print and print-related services. You get to pick and choose the most appealing markets for your business. This series focuses on financially strong markets that are stable-to-growing and are structurally positioned to prosper. Beware, these webinars are not for the faint-of-heart or cynical participant. They are designed for individuals & teams willing to engage new resources, skills and are thinking outside the box.

### What You Will Learn

Recent Trends, Successes, Major Players, "What's Hot", Search Engine Sources, Local Event Sources and What's Changing. You will see examples of how to approach target market, how to improve the customers purchase and direct them to new purchases.

**O**ur great industry has for too long neglected customers' trade shows and conventions. As each of us might look at our top several customer markets, be assured that those customers probably go to one or two (or more) regional and national or international trade shows. These represent significant opportunities to develop new business. This program will explain why new business development is easier at trade shows, and detail how to prepare, attend, and follow-up for significant new business development. If a trade show is selected prudently its return on investment almost always exceeds its original investment in less than six months. New resources are identified, and explained.

### Who Should Attend

Business Development Directors, CEO's, CFO's, and top performing business development teams (e.g., Sales Reps, Account Executives and CSR's).

### Participation Options & Rates

	MEMBERS	NOT-YET MEMBERS
Webinar (per connection):	\$85*	\$170

*\*If you participate in 4 or more webinars of this series, you receive a 10% discount; and a 20% discount if you participate in 9 or more. Questions? Call (704) 357-1150.*

Seminar (up to 3 attendees):	\$75**	\$150**
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*\*\*Seminar fee is not per person. It includes 1 to 3 attendees from the same company.*

*Class size: minimum 6; maximum 14.*

Topic: Trade Show Markets

Date: Thursday, March 10

Time: 12- 1:00 PM EST

### REGISTRATION FORM:

Member  Not-Yet Member

COMPANY NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

### PARTICIPATION OPTIONS

Webinar  Seminar at PICA

ATTENDEE NAME: (this person will receive login and handouts) \_\_\_\_\_

EMAIL: \_\_\_\_\_

### PAYMENT METHOD:

Amex  MC  Visa

NAME ON CARD: \_\_\_\_\_

CARD # \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

TOTAL PAYMENT: \_\_\_\_\_

Presented by:  
Sid Chadwick, President of  
Chadwick Consulting



**Fax Registrations to: 704-357-1154**