



# Target New Markets & Focus Your Sales Team



**Webinar Series**

## TransPromo 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.

**T**he use of digital and database management can transform traditional products into ones that can promote the customer's capabilities. Examples include invoices, statements and announcements that are personalized to the recipient. For instance, your bank statement might promote a service that you don't yet use. Statistics, examples, and case studies are revealed for improving the utilization of your production resources, and improving your value to preferred customers.

### 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
<i>*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.</i>		
Seminar (up to 3 attendees):	\$75**	\$150**

*\*\*Seminar fee is not per person. It includes 1 to 3 attendees from the same company. Class size: minimum 6; maximum 14.*

**Presented by:**

**Sid Chadwick,  
President of Chadwick Consulting**



**Topic:** TransPromo Markets

**Date:** Thursday, January 13

**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: \_\_\_\_\_

**Also, sign us up for the following webinars:**

- Feb. 10 – Automotive/Dealers/Service Market
- March 10 - Trade Show Market

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