



# Target New Markets & Focus Your Sales Team



**Webinar Series**

## Financial 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.

**B**anks & Insurance Companies. Banks, savings and loans, credit unions, and insurance companies of various designs are markets facing fierce competition, increasing government regulation, and customer indifference. These market conditions cry-out for more effective communications to different generations of customers with different preferences for different media communications. Market trends are discussed in some detail. New information resources are revealed.

### 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.*

### Presented by:

**Sid Chadwick,**  
President of Chadwick Consulting



Topic: Financial Markets

Date: Thursday, December 9

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:

- Jan. 13 – TransPromo Communications Market
- Feb. 10 – Automotive/Dealers/Service Market
- March 10 - Trade Show Market

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