



Target New Markets & Focus Your Sales Team



Webinar Series

Franchise/Chains Market

Searching 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.

The franchise and chain store markets require print, image management, and a wide range of supporting services such as mailing, wide format, personalization, and storage and fulfillment. This program will layout the scope of these markets, and information resources that allow you to effectively do your homework and engage a business development discussion that creates mutual respect and contributions.

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, you receive a 10% discount; or 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 per company for up to 3 attendees. Seminar class minimum of 6 attendees maximum of 14 attendees.*

Presented by:

Sid Chadwick
President of Chadwick Consulting



Topic of Session: Franchise/Chains Markets

Date: Thursday, September 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:

- Oct. 14 – Retail/Holiday Season Market
- Nov. 11 – Hospitality /Recreation/Travel Market
- Dec. 9 – Financial Services Market
- Jan. 13 – TransPromo Communications Market
- Feb. 10 – Automotive/Dealers/Service Market
- March 10 - Trade Show Market

Fax Registrations to: 704-357-1154