

MARKETING-DRIVEN PROFITS™
WORKSHOP COMING SOON TO TIFTON!!

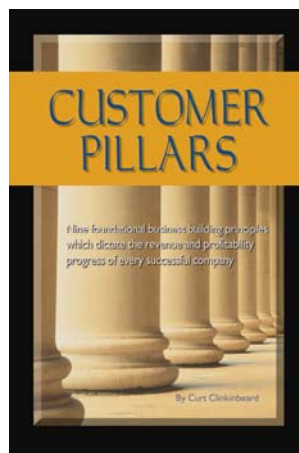
Featuring *Customer Pillars'* author, speaker and consultant Curt Clinkinbeard!

9 am – 4pm
Wednesday March 10

Program Sponsors



National speaker Curt Clinkinbeard



Curt's book: Customer Pillars

Curt asks if any of these sound like you:

- I need to grow my revenues
- Marketing and advertising are frustrating and expensive
- My business is not yet living up to its potential
- I deserve to be rewarded more for what I have put into my business
- I work for an organization which wishes to grow and expand its impact and results
- I have tried lots of things that have not worked and want to improve

So, join the club! If any of those statements connected with you, then you are like most business professionals who are focused on improving their business, revenues, impact, and profitability results. This is a normal part of doing business - but one that presents many challenges to most people.

The Marketing-Driven Profits™ workshop can help.

So what is Marketing-Driven Profits™?

Marketing-Driven Profits™ is a business development system based around a book called *CUSTOMER PILLARS*: Nine foundation business building principles which dictate the revenue and profitability progress of every successful company. The system also has an extensive consulting workbook which helps you put the growth concepts to work in your business.

Did you know there are natural laws which impact the success of every business, including yours?!! There are. If you use them to your advantage, they can propel you forward.

Being oblivious to these pillars (which are really natural business laws) or fighting against them can make business success a major struggle. The *CUSTOMER PILLARS* program explains these important concepts in plain English (no jargon or "professor speak" here!) so that anyone can make the laws work on their behalf.

(Hey, want to see what the laws are? You can check them out on this website in two different places: [Click here](#) to read the entire first chapter of the book. OR [click here](#) for a short worksheet which gives a brief explanation of each law.)

Knowing the *CUSTOMER PILLARS* and using them in your business is profitable (and really fun!). Spending some time learning and implementing the system is a great step to a better business!

Who should attend?

Consider attending this workshop if you:

- are a small business owner who plans, wants, or needs to grow
- work in an organization where growing profits and revenues is an area of focus - regardless of what department you work in! (The program works well for both marketing and NON-marketing professionals!)

- are involved with a not-for-profit organization which wishes to expand its budget & the impact it creates
- are considering or have recently started a business (one of your first directives once you are open will be to get the revenues up and this is rarely as easy to do as most startups believe it will be!)
- want to improve long-term customer relationships and the benefits you derive from them

Here's What You'll Learn

The workshop is jam packed with information. Many of the straightforward techniques you will learn can be implemented into your business immediately. (And start to grow your profits). Others will impact the way you manage your business from here forward. (The system will help you now and in the future.) Here are some of the specific "take away" growth nuggets you will gain:

- The background behind the *CUSTOMER PILLARS* (and how they impact your business)
- A new, more powerful (and simple) definition of marketing
- Three customers every business sells to (and how to build around this)
- How to retain and grow existing customers (fully leveraging what you already have)
- How to intelligently generate new customers (and avoid key mistakes!)
- How to understand the brains of customers
- How to generate more profits by creating more value
- Six methods of pricing every business should consider
- When the best pricing is FREE
- A superior alternative to standard price discounting and how to win even when you are not the cheapest
- The four types of linking relationships all companies should pursue (perhaps the lowest cost, most successful, and most underutilized marketing technique around!)
- A proactive approach to generating word of mouth advertising and referrals
- Methods to better study (and beat!) the competition
- The M-Cubed Method for customer communications (and how it will improve your results and reduce the cost of WASTED advertising)
- How to implement a frequency-based sequence of communications (and avoid one of the most common, and expensive advertising "flub ups" nearly EVERY company makes - and pays for!)

- Taking customer service to an entirely different level (there's even a different name for it in *CUSTOMER PILLARS*) and the simple mind shifts you'll need to make to leverage this
- How to most effectively (and inexpensively) get profit producing information from and about the market
- Identify and avoid the pitfalls of growth (stepping around just one of these potholes could save your business huge amounts of money)
- Successfully implement growth plans - plan it, do it, reach your goals, then go on a much-needed vacation! (You, and your spouse, certainly deserve it!)

Yep, that's a lot. At the best, you will learn a complete system that will guide your approach to growing a business for the remainder of your career. At the worst, you will pick up a couple of growth nuggets, that by themselves can produce a HUGE return on the investment for your time and the cost of the workshop.

Meet Your Presenter

Curt Clinkinbeard, the author and developer of the *CUSTOMER PILLARS* program and the Executive Director of The Foundation for the Advancement of Marketing Excellence in Entrepreneurs (FAMEE), will be the leader of the workshop we are hosting. Take this unique opportunity to hear about *CUSTOMER PILLARS* directly from the person who created it. In addition, Curt's credentials include:

VP Sales and Marketing - Former VP of Sales and Marketing for a rapidly growing medical firm. During his 13 year tenure, the business went from \$500K in annual revenues to over \$5 million per year. That's consistently growing at about 20% per year over an extended period. That business was sold to its largest customer for several million dollars.

Consultant - Former Director of the Kansas University Small Business Development Center - in his 6 year SBDC career, Curt has consulted with and advised over 1,000 small business owners - nearly all were focused on growth topics – Curt is currently the owner of Strive Coaching Inc, a consulting organization focused on helping clients with strategic planning, marketing growth, and profitability development. Curt has worked with clients in dozens of different industries.

National Speaker / Trainer - Curt conducts workshops throughout the country on the *CUSTOMER PILLARS* program, including as a nationally recognized trainer of over 1000 business consultants within the SBA's SBDC network. (He is regarded enough as an authority on the topic that he trains other business experts how to better work with their clients)

Coach - Curt is a graduate of Coach University, the most extensive training program for success coaches - he uses coaching principles to encourage and challenge you to attain more in your business!

Engaging - People who have heard Curt speak rarely complain about being bored! He is energetic, passionate, funny, and enthusiastic about the material he presents and the businesses he assists. (Some people have even accused him of being a little hyper himself!) Not just a "rah-rah" session, you will leave the workshop feeling energized about your business and empowered to make it grow.

So what's it cost?

A question so important it gets its own law in the *CUSTOMER PILLARS* system. (Pillar #3 = refine to perfect pricing - it teaches you a better approach to pricing, a challenging topic for many businesses!)

If you want the "slippery" answer, the goal is that the workshop does not "cost" you anything, but that it generates a huge increase in your profits that makes the cost of the workshop so small you need a proton microscope to see it. But that's not what you are asking, so here is the direct answer:

The workshop registration fee is \$149 for sponsoring chamber members and \$179 for non-chamber members. Also, the OneGeorgia Authority has a limited number of 50% discounts for both chamber and non-chamber members. The price includes lunch and the following ultra-valuable FREEBIES:

- A copy of the *CUSTOMER PILLARS* work book (a \$20 value)
- A copy of the *CUSTOMER PILLARS* book (a \$60 value)
- A FREE follow-up telephone seminar with Clinkinbeard (a \$50 value) - about 6 weeks after the workshop you will have an opportunity to join him and the rest of your group on the telephone to review the concepts, see how they are impacting your business, and have key questions answered. (Not a typical feature in a typical workshop - Curt wants this stuff to really help your business for the long haul, not just be interesting ideas you listen to for one day!)

At \$179 (\$149 for chamber members!) the workshop is a great value - particularly with \$130 in valuable freebies! (If you are still not sure about the cost, go out on the Internet and do a search on the cost of other day-long marketing workshops. You will find they range from \$200 to \$300 (at the low end) and do not include all the freebies listed above, and frankly, are not as well targeted to the small business audience! Our relationship with Curt through the SBDC makes this type of workshop affordable.)

Workshop Specifics

Title: **MARKETING DRIVEN PROFITS:**

Grow your business with nine, foundational *CUSTOMER PILLARS* that drive revenue and profit results in every successful business

Presenter: Curt Clinkinbeard, Business Consultant, Author, and Nationally Acknowledged Speaker

Date: Wednesday, March 10, 2010

Time: 9:00 am to 4:00 pm

Registration starts at 8:30am

Enjoy a day, that includes lunch, with a marketing consultant and author!

Location: Tifton/Tift County Chamber of Commerce

100 Central Avenue

Tifton, GA 31793

(229) 382-6200

Registration: Contact the Georgia Small Business Development Center's Albany office at (229) 420-1144, or Brad Day at the Tifton/Tift County Chamber of Commerce at (229) 382-6200 or register online by [clicking here](#).

Have more questions? Contact the SBDC at the number above or visit the The FAMEE Foundation website www.famee.org to learn more about Curt, the *CUSTOMER PILLARS* program, and how this can help you. We look forward to seeing you at the workshop. We are sure you will be thrilled!