



MARKETING



David Newman speaks to CEOs and business owners who want **more leads, better prospects, and bigger sales... Now more than ever!**

“David helped us triple the revenue from our core service. His ideas work and they last.”
-- Mary Broussard,
CEO, The Barter Connection

“Two results: an increase in clients and revenue, and a yearning to apply more of these principles!”
-- Gail Welkes,
President, Focus Personnel

“This session was excellent. The best thing for me was that we worked through real-world issues, one by one. This would be enough to jumpstart anyone. It's not about knowledge, it's about WORKING knowledge. David was outstanding.”
-- Tom Maillie,
Marketing, National Liberty

“I picked up six new clients after David's program. It works!”
-- Piper Reece,
Sales, Executive Office Link

“David condensed a lot of material into a single day. This program was an excellent investment with a very high ROI.”
-- Michael Rittler,
American Express

“David is “big-picture” PLUS “do-this-now” for bottom-line results.”
-- Ford R. Myers,
President, Career Potential LLC

Actionable marketing strategies and tactics to recession-proof your business!

Build Your Marketing Language Bank™

Summary:

This hands-on program is for CEOs and business owners who want to grow their businesses more rapidly, stand out from the competition more clearly, and win bigger and better customers. Truth is, products and services that solve real customer problems are recession-proof.

After this highly interactive (and often contrarian) program, your members will be able to:

- Answer 7 key questions to laser-focus on the customers your company serves best and wants to serve most
- Increase your company's visibility, credibility and “buy-ability”
- Position your company as a problem-solver, not a peddler, so you never need to compete on price again
- Attract more and better customers by making rapid yet subtle changes to your company's positioning, packaging, products and services
- Consistently close bigger and better deals in any economy – even against larger, meaner, and better-funded competitors

Audiences:

Business owners who want to grow their business and professionals who want to sell more products and services.

Also: Conference keynotes/breakouts, Association meetings, and Chambers of Commerce.

Program Length:

This program can be customized from 60 minutes (keynote/breakout) to half-day, full-day, and 2-day formats.



To book David NOW:

T: 610.716.5984

E: david@doitmarketing.com

W: www.doitmarketing.com