



PIVA Webinar

Target New Markets & Focus Your Sales Team - Franchise/Chains Markets

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).

Presented by: Sid Chadwick

President of Chadwick Consulting speaker at dozens of national and international print conventions.

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Date/Time:

Thursday, September 9,
2010 from Noon to
1:00 p.m.

Cost:

\$60.00/Members
\$120.00/Non-Members

Location . . .

. . . at your desk!

To Register . . .

...click contact the PIVA office
at 866-550-7502

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