

PRESENTATIONS WITH INSIGHTS TO BENEFIT YOUR AUDIENCE

Interactive Sessions That Provide Tools to Help PROMOTE BUSINESS GROWTH

Entrepreneur Sales & Marketing is a company offering outsourced Sales, Marketing and Business Development services designed to aid both funded start-ups and existing businesses with developing their products and services and obtaining their business growth objectives.

We share our expertise with Inventor and Entrepreneur Clubs and Business Networking & Focus groups across the country, offering a series of presentations covering sales, marketing & business topics to help entrepreneurs take the steps they need to succeed with bringing a product or service to market, or to grow the sales of products and services already on the market.

Our goal is to help bring our clients' goals and aspirations within reach, to help avoid mistakes along the way, and to create a platform for mutual success.

See reverse for additional details and descriptions of our available presentations.

Presentations are typically 1-2 hours each, and are customized for your group's needs.



Outsourced sales, marketing, and business development services to grow your business.



testimonials:

“ Bill has been an annual speaker at our Inventors & Entrepreneurs Club for the past 6 years and has been an enthusiastic resource for our members. The content is always pertinent because Bill does what others in the Club want to do. The event is always interactive and scores high in our monthly surveys. In a world of unscrupulous businesses that prey on inventors, Bill's company has been a breath of fresh air.” - Terry Whipple, Juneau County Wisconsin I & E Club President 7 Rivers Region & Juneau County EDC Executive Director

“ Bill McHenry is a most worthy speaker on several marketing topics. He has been working with two of the Edison Inventors Association's more accomplished new product developers. Both members scrutinize their business relations very carefully and Bill has the strong endorsement of both. Bottom line, he knows what he is doing and does it well.” -Gary Nelson, President; Edison Inventors Association

Call now to schedule a lively and informative presentation for your group.

Entrepreneur Sales & Marketing LLC PO Box 828; Crystal Lake, IL 60039
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“Professional and very well done.”Small business owner in Florida

THE TOPICS...

*“...by far the best Branding presentation I have seen. And I have seen a lot of presentations!”
....Marketing Consultant and member of Entrepreneur Club*

THE 7 STEP SALES PROCESS

Learn how to develop effective sales presentations through understanding the process of selling. The 7 Step Sales Process” offers valuable information, tips, techniques, and the components necessary to create a solid plan for presenting your product and keeping the attention of your audience. This presentation delivers the methods and proven techniques to assure well organized and well received sales calls. The presentation has successfully aided inventors and entrepreneurs across the country seize opportunities that they cannot afford to lose. By understanding each of the steps of the sales process, members of the audience will be more prepared to manage and execute these steps successfully.

BRANDING - What it is and what it isn't.

Our presentation is a lively and interactive introduction to what branding is and the process it entails. The presentation reviews the definition and purpose of branding, and introduces considerations for why branding is important. This presentation fosters an increased understanding of how branding relates to products, services and business, and what it can mean to the bottom line of a business. Ways to effectively brand will be discussed in thorough detail.

CONCEPT TO SHELF: What you need to know and need to do.

We often find that inventors and entrepreneurs may not have a thorough understanding of all of the steps, requirements and processes that must be in place in order to take an idea or product to market. This presentation covers some of the details and information necessary to think about when planning to launch a product, what systems might need to be in place and how to prepare for that first order! The audience leaves with a clear understanding of what may come and gains increased confidence in knowing what resources to look for and how to screen various vendors.

MARKETING. Old, new and everything in-between. Defined.

It seems as everyone has their own understanding and definition of marketing. We will debunk the myths surrounding these definitions, and provide a thorough understanding of what marketing really is and discuss ways to design and implement marketing programs when preparing and launching a new idea, product or service. This presentation also covers integrating social media with traditional marketing methods, and provides insight into the differences and variables of effectiveness of inbound marketing vs. outbound. The presentation will touch on what businesses can do today to start creating an impact on their business and brands by building a basic marketing plan and utilizing various social media platforms. Highlighted is the importance of monitoring, managing and authentically engaging with the target market.

*“An engaging presentation!
Very worthwhile.”.....Houston Inventor*

**CONTACT US TODAY TO SCHEDULE A
PRESENTATION FOR YOUR BUSINESS GROUP!**



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