

About the Instructors

Mike Cuff. Employed for 31 years in the restaurant and franchising business. Vice President Operations at International Dairy Queen for the last 20 years.

Ed Hennen. Sales and marketing executive with over 20 years of strategic financial product experience. He retired in July 2004 from Farm Credit Leasing.

Linc Hudson. Over 36 years with Honeywell, including divisional general manager, director of engineering and program manager. Since retiring, he is a management consultant for several local companies.

Chuck Payne. Employed for 31 years in various sales and marketing positions in the animal health industry. He retired from Pfizer Animal Health in 2002.

The SCORE Difference

SCORE Chapter 2 workshops are designed to provide you with the skills to start and succeed in your small business.

At SCORE workshops, you will experience “the SCORE difference” – training by working & retired business owners and executives with extensive business experience. Plus you receive **free follow-up counseling** to address detailed questions and issues.

This distinction sets our workshops apart from other workshops and its value is attested to by our thousands of satisfied workshop attendees.

About SCORE & Chapter 2

Formed in 1964, SCORE is a nonprofit organization that works with the U.S. Small Business Administration. We provide a public service by offering small business advice and training.

Minneapolis Chapter 2 of SCORE has over 100 active volunteer counselors who last year served more than 4,000 clients by providing free counseling and conducting specialized planning workshops. Our volunteers are working/retired business owners, executives and corporate leaders with a broad variety of industry experience in every important business management discipline.

For more info: (952) 938-4570
www.scorempls.org

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SCORE®

8800 Highway 7 # 103
St. Louis Park MN 55426-3960
(952) 938-4570
FAX: (952) 938-2651
E-Mail: minneapolis@score-mn.org
Web: www.scorempls.org

Marketing to Win

Marketing and Selling in a Competitive World



Counselors to America's
Small Businesses

SCORE®

We help you start a business, grow a business, and stay in business!

Marketing is more than just selling. Marketing is the process by which your products and services are exchanged to fulfill a group's needs or wants.

The "Marketing to Win" workshop is intended to help you nail your product position in the marketplace, maximize your promotional efforts, and refine your selling skills to grow your business.

You will have the opportunity to interact with instructors and other attendees to work on your specific concerns. This course is taught by SCORE counselors with over 100 years experience in the business world.

You will learn about positioning, promoting and selling.



Positioning

Without the correct position in the marketplace you will not be able to attract and keep your customers. You will:

- Learn why product position is the key to success.
- Discuss how to define your position
- Be given the opportunity to develop your own positioning statement.

Promotion

Once your position has been defined then it is critical that the right promotional activities are selected to reach your target market. You will:

- Learn about the various types of promotions.
- Determine the best promotional mix that fits your product or service.
- You will then be given the opportunity to develop your own promotional mix.

Selling Skills

As they say "Nothing happens until something is sold!" You will:

- Learn the basic selling skills needed to improve your chances of success
- How to create interest in your product
- Understanding features and benefits
- Handling objections
- Recognizing buying signals
- Closing the sale
- Be given the opportunity to develop/improve your own sales presentation.

YES, I want to attend your Marketing to Win workshop for just \$45!

Preregistration preferred; add \$10 for walk-ins. All sessions held 8:30am-12:30pm.

See the SCORE Workshops Schedule brochure for dates and locations or visit www.scorempls.org.

Name	Company
Address	
City	ZIP
E-Mail	Make checks payable to: SCORE Chapter 2 8800 Highway 7 St. Louis Park, MN 55426 Phone: (952) 938-4570 Fax: (952) 938-2651 Want to use your credit card? Register & pay at www.scorempls.org . Thank you.
Phone	