

Creating, Developing, and Growing New Business Opportunities

Diversifying Your Sales Pipeline

Western Dairyland – Eau Claire

September 30, 2014

SESSION AGENDA

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- 8:30 am REGISTRATION**
- 9:00 am Host Introduction and setting the stage**
- 9:10am Gaining an Understanding of the Different Market Segments - A MATRIX**
- ★ Large Companies
 - Presented by WPI
 - ★ Government – Local, State, Federal, Tribal
 - Presented by WPI, WisDOT and Local Guest Experts
 - ★ Business to Business
 - Presented by WPI and Local Guest Experts
 - ★ Business to Consumer
 - Presented by Local Guest Experts
- 10:10 am Positioning Your Business – WHERE DO YOU FIT**
- ★ Certifications
 - Presented by Eric Ness, Wisconsin District Director, US SBA, Local Guest Experts and WPI
 - ★ Market Research
 - Presented by WPI
- 10:40 am Break**
- 11:00 am How to Prepare to Meet with Potential Customers**
- ★ Preparing YOUR Marketing Materials
 - Presented by WPI and Local Guest Experts
 - ★ Selling
 - Presented by Local Guest Experts
- 11:30 am Locating Business Development Resources – Financial, Technical and Networking**
- Presented by Eric Ness, Wisconsin District Director, US SBA, AICCW and Heartland Information Research