

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 US SBA and Local Guest Experts
 - ★ **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 US SBA, AICCW and Heartland Information Research