

# Creating, Developing, and Growing New Business Opportunities

## Diversifying Your Sales Pipeline

Milwaukee County Research Park – Milwaukee

September 10, 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 Cheryll Jordan, 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 Cheryll Jordan, US SBA, AICCW and Heartland Information Research