

# Creating, Developing, and Growing New Business Opportunities

## Diversifying Your Sales Pipeline

Hayward City Hall – Hayward

September 18, 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