

Creating, Developing, and Growing New Business Opportunities

Diversifying Your Sales Pipeline

Inventors & Entrepreneurs Club at the Food Enterprise Center,
1201 North Main St, Viroqua, WI 54665

October 8, 2014

SESSION AGENDA

6:00 pm **Introductions – Sue Noble**

Gaining an Understanding of the Different Market Segments - A MATRIX

- ★ Large Companies
 - Presented by WPI
- ★ Government – Local, State, Federal, Tribal
 - Presented by WPI
- ★ Business to Business – Sue Noble
- ★ Business to Consumer – Sue Noble

Positioning Your Business – WHERE DO YOU FIT

- ★ Certifications
 - Presented by WPI
- ★ Market Research
 - Presented by WPI

How to Prepare to Meet with Potential Customers

- ★ Preparing YOUR Marketing Materials
 - Presented by WPI
- ★ Selling
 - WPI & Sue Noble

Locating Business Development Resources – Financial, Technical and Networking

- Presented by US SBA, WPI - David Olson and Kim Garber

8:00 pm **Conclusion and Networking**

For more information: snoble@veda-wi.org or 608.638.8332