

How to successfully diversify into more profitable products, services, customers and/or markets...

Eureka! Profit 101 - Growth Training provides a hands-on experience with a collection of data-proven tools and tactics for reducing risk and increasing success with new products, services, customers and markets. It reviews the world's best practice in the areas of **innovation, product development, marketing, sales, new customer and market development, and accelerating ideas** to market.

Learning retention increases exponentially when you interact and use new knowledge. Therefore, the entire program is set against a fictional case study that parallels the current business conditions for many companies in today's economy.



"All managers need to listen to this insightful presentation on how to become and sustain profitability."

*Richard A. Druffiner,
Die-Tech Inc.*

"Great session combining concept and theory with hands-on experience"

*Kay Wagner,
North Star Marketing*

"Profit 101 is a pre-requisite to Innovation"

*Kyle Kent,
Nestle Corporation*

"Here is an opportunity to dispel some pre-conceived notions and build on some of your good ideas!"

*Gerry Gammache,
Machined Products Co.*

"Great brain stretch... and it was FUN!"

*Deb Gnau,
The Chesapeake Group*

The training covers:

- Sharpening your **MARKETING** message to **TRIPLE** your selling effectiveness
- Using **customer MINING** to improve your team's innovation abilities by **7X**
- Using **COLLABORATION** with suppliers & innovators to speed time to market by **5X**
- How to "think like a **START UP**" in order to restart, reboot & revitalize your profits
- Why "breaking down **employee SILOS**" is the missing **98% for success** with growth

You learn from real-world examples of businesses that have recently achieved impressive and robust growth, and increased their value.

You leave feeling inspired about the future potential in your business and take away insights that you can immediately apply to your business.

Real-world examples from:

Questech Decorative Tiles & Accessories
Johnson & Johnson
Simms Fishing Products
Cookshack Smokers
Servatii Pastry Shop & Deli
Prier Plumbing Products
Procter & Gamble
Global Viber Global Compressors

Wednesday November 4, 2009

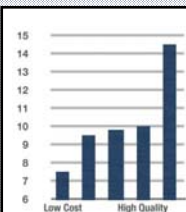
8:00a – Noon

Light Breakfast served at 7:30a

Must Register by Friday October 30

Lakeview Golf Resort & Spa
1 Lakeview Drive, Morgantown, WV

To register, go to
www.profit101training.com



A recent survey of US manufacturing companies found that the strategy of "being cheap" is half as profitable as a strategy of meaningful uniqueness. To thrive in today's price-driven economy, you must...

CHANGE THE RULES!

Profitable success comes to those who diversify their revenue with offerings that provide a meaningful difference to existing customers and more profitable customers & markets.