

# OUR **RED HOT** GUEST SPEAKER!



Keith Resnick

## **FREE SEMINAR: Converting Your Brand into Business**

How do trade shows enhance your brand, and convert those brands into business? The more insight you develop, the more value you can provide. Join us and our jazzed guest, nationally recognized speaker and trainer **Keith Resnick**, for this particularly relevant discussion.

### **Some of the challenges we will be addressing include:**

- Aligning or realigning value propositions to each target audience
- Protecting key customer relationships from increasingly aggressive competitors
- Cross selling to open new accounts and develop key accounts to their full potential
- Ensuring customers have positive experiences at every touch point in the relationship continuum

**Tuesday, July 16th**

**Noon-12:30PM**

Lunch

**12:30PM-2:00PM**

Presentation and Open House

Please click links below for more information

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