

## GRAB MARKET SHARE NOW!

featuring...



**VICTOR CHENG, [www.victorcheng.com](http://www.victorcheng.com)**

### How to Recession Proof Your Business

EXECUTIVE COACH, RECESSION MARKETING  
EXPERT, SPEAKER, AUTHOR

Author of *The Recession-Proof Business: Lessons From the Greatest Recession Success Stories of All Time*

Victor Cheng is a former McKinsey consultant and has been featured as an expert on marketing in a recession by the Fox Business Television Network, MSNBC, *The Wall Street Journal*, *Smart Money* magazine, and *Inc.* magazine. As an executive coach and speaker, he is an expert at showing business owners how to survive and even thrive during an economic downturn.

Victor's background includes running the \$20 million a year eCommerce division of Art Technology Group (Nasdaq: ARTG). He was also the VP of Product Management and interim Chief Technology Officer of LivePerson (Nasdaq: LPSN). He holds a degree in quantitative economics from Stanford University, where he studied macroeconomics under Donald Kohn, currently the vice chairman of the Federal Reserve. Victor is also the inventor of the Bookmercial®, an innovative way of using ghostwritten books to turn CEOs into credible experts, and to market high-priced, complex products and services.



**CHET HOLMES, [www.chetholmes.com](http://www.chetholmes.com)**

### Double Sales, Build Your Business and Create the Ultimate Sales Machine

SUPER STRATEGIST OF THE FORTUNE 500

Author *The Ultimate Sales Machine: Turbocharge Your Business With Relentless Focus on 12 Key Strategies*

Warren Buffett's partner, Charlie Munger, has called Chet "America's greatest sales and marketing executive."

Chet ran nine divisions of a company for Munger, doubling the sales volume of each, most within 12 to 15 months, and again doubling sales for several years consecutively. "It was all in the constant focus on 12 competencies," explains Chet. These 12 competencies became the foundation for more than 65 training products now selling in 23 countries.

Today Chet systematically applies these 12 core competencies to various FORTUNE 500 and mid-market growth firms to accelerate their sales. *Industry Week* named him "one of the top change experts in the country." *Success Magazine* says, "Chet Holmes breaks sales records wherever he goes."



**AL LAUTENSLAGER, [www.market-for-profits.com](http://www.market-for-profits.com)**

### Guerilla Marketing

PUBLIC SPEAKER, AUTHOR, BUSINESS OWNER, MARKETING CONSULTANT

Co-Author of *Guerilla Marketing in 30 Days* and author of *Ultimate Guide to Direct Marketing* and numerous other marketing and business books

Guerrilla marketing is the entrepreneur's preferred form of gaining new business. And it's new customers that drive top-line growth. Al Lautenslager outlines a 30 day process for getting your message in front of and remembered by your target audience. Al Lautenslager is the president and owner of The Ink Well, a commercial printing and mailing company in Wheaton, IL, and the principal of Market For Profits, a Chicago based marketing consulting and coaching firm. He is a multiple "Business of the Year" award winner. Al is a member of USA Today's small business panel and also appears regularly on radio and TV.



**DAVID MEERMAN SCOTT, [www.davidmeermanscott.com](http://www.davidmeermanscott.com)**

### Viral Marketing and Thought Leadership Strategies

ONLINE THOUGHT LEADERSHIP AND VIRAL MARKETING STRATEGIST

Author of *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*

The web has profoundly changed the rules. Smart marketers now communicate with buyers through content rich Web sites, blogs, YouTube videos, ebooks, and other online media that buyers actually want to consume. And David Meerman Scott has written the first highly readable and practical guide for leveraging these tools in growing businesses. And his new hit book, *World Wide Rave*, is set to be released March 2009.

Self-described as a recovering VP of marketing for two publicly traded technology companies, Scott was also Asia marketing director for Knight-Ridder, at the time one of the world's largest newspaper and electronic information companies. Scott provides a step-by-step action plan for harnessing the power of the new rules of marketing and PR, showing how to identify audiences, create compelling messages, get those messages to the most customers possible, and lead those customers directly into the buying process. Told with many case studies and real-world examples, he'll lead a practical discussion about the new reality of PR and marketing. ►►

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## **MARK BURTON, [www.holdenadvisors.com](http://www.holdenadvisors.com)**

### **Pricing Imperatives for a Tough Economy**

CO-FOUNDER OF HOLDEN ADVISORS AND STRATEGIC MARKETING EXPERT

Author of *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table*

Too little attention is paid to the strategic aspect of pricing – where significant money might be left on the table or a brand’s image destroyed through haphazard decisions. And high-technology companies and innovative services firms face perhaps the greatest challenge in marketing: How to price and sell offerings that are forging new markets ahead of the competitive curve.

In these pioneering situations and in many others, companies turn to Mark Burton, co-founder of Holden Advisors and a strategic marketing expert for more than 16 years. As a formulator of the firm’s project methodologies and analytical processes, Mark is the driving force in creating offering and pricing strategies for firms in industries such as IT outsourcing, semiconductor, financial and business services, and enterprise software and maintenance.

Prior to Holden Advisors, Burton spent 8 years at a privately held company, Panametrics, makers of ultrasound for industrial applications as well as a number of other test and measurement technologies.



## **GREG ALEXANDER, [www.salesbenchmarkindex.com](http://www.salesbenchmarkindex.com)**

### **Sales Benchmarking to Drive Performance**

CEO OF SALES BENCHMARK INDEX

Author of *Making the Number: How to Use Sales Benchmarking to Drive Performance* and *Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top Sales Representatives*

Sales and Marketing Magazine Sales Manager of the Year, for taking the worst performing division of EMC and turning it into the top performing division, Greg Alexander now serves as CEO of Sales Benchmark Index (SBI), a leading strategic advisory firm that helps executive leadership understand how well they are performing relative to a peer group and world class levels.

SBI is differentiated through its use of empirical data, a repository of over 11,000 companies, 12 years of history, 19 industries and over 250 sales metrics. Through SBI’s benchmarking services a company can deploy comparative data sets to identify improvement opportunities available through leveraging the best practices from world class sales forces.

Profiled in the Wall Street Journal in 2008, he has been featured in *Selling Power*, *Sales and Marketing Magazine*, *Catalyst Magazine*, *Bestselling.com*, *The Insurance Record*, and *The Dallas Business Chronicle*.



## **JIM CECIL, [www.nurturemarketing.com](http://www.nurturemarketing.com)**

### **Nurturing Customer Relationships**

SPEAKER • CONSULTANT • AUTHOR • FOUNDER OF THE NURTURE INSTITUTE

Author of *Nurturing Customer Relationships* and father of *Nurturing Marketing*

Considered the “Father of Nurture Marketing”, Jim Cecil is founder of the Nurture Institute and author of the leading book on the nurture selling process. The goal is to get customers to call you first when they are ready to purchase your products or services.

Cecil advises marketers on ways to use technology to automate the stay-in-touch process and achieve top of mind with customers they can’t afford to lose – he’ll be highlighting key CRM technologies that make this a reality. He also outlines nine specific ways to cultivate and truly nurture the people that matter most to your business. Customers invariably go back to a place where they have consistently been made to feel special and Cecil’s methodology makes this happen.

Working with Microsoft’s global reseller channel, Cecil has created hundreds of individual business success stories around the world.



## **BRYAN FLANAGAN, [www.flanagantraining.com](http://www.flanagantraining.com)**

### **Empowered Sales**

SPEAKER • COACH • AUTHOR • SALES TRAINER

Author of *Now Go Sell Somebody Something!*

He began his career as a delivery boy for the IBM Corporation in Baton Rouge, Louisiana. He then invested the next 14 years with IBM as a salesman, a “people” manager, and a sales instructor at IBM’s national training center.

In 1984, Flanagan joined the Zig Ziglar Corporation. He served as the Director of Corporate Training for Zig for over 20 years working with a variety of sales and marketing companies. In 2005, Flanagan founded Flanagan Training Group. In this capacity, he designs and delivers training programs that improve team and individual productivity and growth.

## **ATTEND AS A TEAM...SAVE MORE THAN 25%**

Tuition for the entire two-day conference is only \$1695/executive; \$1495/executive for three or more; and only \$1250/executive for groups of 8 or more. Bring all your key players and leave ready to hit the ground running at the Summit’s conclusion.