

Business Noon Hour Session

Wednesday, February 10, 12 p.m.
Theatre Gallery

Sales and Marketing Boot Camp

Alright, the recession is over, consumers are spending again but ...they are savvy and cautious about claims made by businesses. The average consumer receives over 3,000 "sell" messages each day, but their selective memory retains only 75 – 90. So what's a small business person to do in getting their message out? Sales and Marketing are not rocket science but they are strategic and should be well thought out. Come to this 45 minute "Boot Camp" session, presented by Lynda Kavanagh from WOW Communications & Training. She will provide you with three key points to set your sales and marketing efforts on the right course. Lynda is the author of several audio books: 4 Hour Marketer; 5 Hour Entrepreneur and several individual audio CDs including: Crash Course in Marketing During Turbulence; Sink or Swim...Your Branding Will Decide; Plotting Your Marketing Course and Dealing With Challenging People and her newest Networking? ...there's a great chance you are networking wrong! **Lynda Kavanagh, aka The "WOW" Gal**, owns WOW Communications & Training Corp. Since 1994, her company has been providing marketing consultation and training to established businesses but she specializes in helping people start their own businesses. She has offices in Lethbridge and Calgary, with clients across North America.

Read more: www.wowcommunications.ca

Bring your lunch – coffee, tea, water & juice will be provided.

