January 26th 2006
Lincoln Webinar/Roundtable

The SMPS Nebraska Chapter plans another Webinar this month. This one will take place from 7:30 to 9:00 at General Excavating, 6701 Cornhusker Hwy in Lincoln. Webinars are open to SMPS members and their guests only and usually cost $10 per person, however this one is being offered for free to all SMPS members and guests that want to participate. A light breakfast will be provided.

Maximizing Your Business Development ROI
Many firms don't maximize their business development return on investment because they have a narrow view of how Business Development (BD) is conducted. BD strategies and expectations must be suited to personality types. This webinar addresses the psychology of BD, the four BD components, effective implementation of each component, and how to work with technical professionals to identify their BD niche.

Learning Objectives:
- Learn the four components of business development and tools/strategies for successfully implementing each component.
- Develop strategies for involving technical professionals in business development strategies that suit their personality and interests.
- Explore how to probe for unmet needs using the power of open-ended questions.

Presenter:
Rich Friedman, President of Friedman & Partners, has extensive experience in strategic market planning, market research and analysis, PR and positioning strategy, and business development consulting and training for technical and marketing professionals. He has also assisted firms with implementation of growth strategies, including merger/ acquisition searches for target firms and executive searches for key talent.

RSVP!

Register online at www.smpsnebraska.org or fax this flyer to Nicole Hunter, HDR at 402.399.1394

Name _____

Firm _____

Email _____

Phone _____

Fax _____

General Excavating
6701 Cornhusker Hwy, Lincoln
(402) 467-1627

January 26th, 2006
7:30 a.m. – 9:00 a.m.

____ Member ____ Guest

Please RSVP by noon on Jan. 25th

For Members and their Guests Only

The Society for Marketing Professional Services serves marketing professionals in the natural and built environment. For membership information, visit our website at www.smpsnebraska.org. SMPS Nebraska programs qualify as contact hours for ACEC members.

This webinar is being sponsored by:
General Excavating
www.generalexcavating.com

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