

NewsWire

June 16, 2009

HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.

MAKING A PITCH Practical Advice on What We Should Be Teaching When Making a Pitch

By Michelle T. Dolberry, Director of Marketing Advocacy at American Express OPEN

- 1. STAY UNIQUE.** Start your pitch with what sets your business apart - your unique selling proposition. When you focus on what makes your business different, your pitch will be more memorable.
- 2. FOCUS ON SOLUTIONS.** Every successful product or service solves some kind of problem. A successful pitch conveys this as a story with a happy ending provided by your business.
- 3. PROVIDE PROOF.** Interweave relevant facts into your pitch to support your claims, prove your benefits and show your success.
- 4. BE TANGIBLE.** Don't get caught up in jargon and clichés. Figure out how to express your business's benefits in a way that most everyone could understand.
- 5. SHOW YOUR PASSION.** The perfect pitch appeals to the emotions, not the intellect. Think about what got you excited about

BUSINESS BREAKFAST SERIES



WHAT YOUR BANKER REALLY WANTS TO KNOW

6/17/09 7:30 AM – 9:00 AM \$10.00

Current economic times are causing businesses to rethink their strategies – how can they work smarter, cut costs, increase revenue, and make changes that will help the business survive and thrive. The Business Breakfast Series, *Rethinking Business Strategies*, is an opportunity to hear from experts and discuss topics that will help you rethink some of your business strategies. The cost for each session is \$10 and includes continental breakfast.

ALIGNING SALES AND MARKETING TODAY

7/8/09 7:30 AM – 9:00 AM \$10.00

Presented by: John Kratz and Ken Jondahl

“Best practices” on Marketing’s tactical support of Sales with the goal of achieving today’s revenue targets with today’s product/service offerings. The root cause of the problems between Sales and Marketing is a lack of a common language and defined process for gathering knowledge about how customers actually *use* product/service offerings to achieve goals, solve problems, and satisfy needs.

Why is Sales and Marketing Alignment Important?

A sales and marketing benchmark 2005 survey of 1400 marketing professionals from 84 countries indicated those businesses which report the greatest success in aligning Sales and Marketing:

- Grew 5.4% faster year-on-year than their competitors.
- Were 38% better at closing proposals than non-aligned businesses.
- Churned 36% fewer of their customers to competitors each year

Why Should You Attend:

Presentation participants will leave with a 3-step process for improving Marketing’s efforts at communicating with prospective buyers, enabling Sales to engage *qualified decision makers* in meaningful, and *relevant*, business conversations.

Making a Pitch (cont.)

starting your business - that story can often communicate the passion you feel about your company.

6. **PRACTICE.** Spend enough time practicing your pitch so that it sounds natural. Run your pitch by as many different people as possible to get unbiased input.

Business Breakfast Series (cont.)

Presentation participants will also learn communication tactics that will help Website visitors better *envision* how they might *use* their offerings, and infuse the rest of their *tactical* marketing vehicles, such as white papers, press releases, webinars, brochures and telemarketing scripts, with *relevant* content that delivers more qualified prospects into their sales pipeline.

Who Should Attend:

- Business Owners seeking “best practice” sales methodologies
- Sales executives and managers responsible for top-line revenue generation
- Marketing executives and managers responsible for sales collaterals, websites, lead generation and trade shows
- Agency account managers working on B2B marketing communications planning and implementation
- Senior executives with line Sales and Marketing responsibilities

Seminar Leaders:

John Kratz – Instructor of Marketing, The Labovitz School of Business & Economics, UMD, and Principal Partner – The Vision Group

Ken Jondahl – Principal Partner – The Vision Group

For information about John Kratz and Ken Jondahl:

<http://www.visiongroupmn.com/leadership.htm>

**SEATING
LIMITED**

To register: 218-726-7298 or www.umdced.com/workshops

BUSINESS Workshops

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|--|------------|-------------------|---------|
| <u>Writing a Business Plan</u> | 06/24/2009 | 2:00pm- 4:00pm | \$25.00 |
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COMPUTER Workshops

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| <u>Access I - Basics of Database Management</u> | 06/17/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Access II - Beyond the Basics of Database Management</u> | 06/17/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Access III - Database Relationships and Queries</u> | 07/01/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Access IV - Visual Basics in Access</u> | 07/01/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Computers 101 - Basics of Computer Operations</u> | 07/08/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Computers 102 - Desktop Productivity</u> | 07/21/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Dreamweaver - Web Page Design I</u> | 06/18/2009 (9:00am-12:00pm) | \$60.00 |

The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298

1986 – 2009 Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

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| <u>Dreamweaver - Web Page Design II</u> | 06/18/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Dreamweaver - Web Page Design III</u> | 07/02/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Dreamweaver - Web Page Design IV</u> | 07/02/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Excel III - Macros and Functions</u> | 06/30/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Excel I - Basics of Spreadsheets</u> | 07/15/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Excel II - Beyond the Basics of Spreadsheets</u> | 07/22/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Excel III - Macros and Functions</u> | 07/22/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Illustrator I - Basics of Graphic Design</u> | 07/21/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>InDesign I - Basics of Desktop Publishing</u> | 07/30/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Photoshop I - Basics of Digital Images</u> | 06/30/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Photoshop II - Beyond the Basics of Digital Images</u> | 07/15/2009 (9:00am-12:00pm) | \$60.00 |
| <u>PowerPoint II - Beyond the Basics of Creating Presentations</u> | 06/24/2009 (9:00am-12:00pm) | \$60.00 |
| <u>Word I - Basics of Word Processing</u> | 07/09/2009 (1:00pm-4:00pm) | \$60.00 |
| <u>Word II - Beyond the Basics of Word Processing</u> | 07/16/2009 (9:00am-12:00pm) | \$60.00 |

QUICKBOOKS

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| <u>QuickBooks</u> | 07/14/2009 (9:00am-4:00pm) | \$99.00 |
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The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. **All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210, unless otherwise noted.** To register call: 218-726-7298, 888-387-4594 or register online: www.umdcad.com/workshops.