



Make Money By Selling Stuff:

MARKET VALIDATION

Pre-Conference Training • CALGARY

September

12

9:00am - 1:00pm
Half day workshop

Why Attend?

Are you attending a conference? Were you selected to be part of PBC-sponsored delegation to a trade show? Fantastic!

Pre-Conference Planning

What are you going to do when you get there? Who will you meet with? How will you know if the investment paid off?

- Define success criteria for your company
- Creating a profile of ideal targets to secure pre-planned meetings with
- Defining "target centric" value propositions to increase the likelihood of securing meaningful collaborations.

Be sure to get the most out of your trade show attendance!

Develop a Repeatable Sales Process

This workshop is tailored to help companies create a validated, repeatable, scalable, sales process. This workshop includes exercises and a workbook so that participants can leave the program with a tangible strategy that can be implemented and validated.

Learning Objectives:

Strategy- Who will I sell this to? Why do they want it? How do I get noticed and in front of my target

Process - What is the set of actions required to execute my strategy?

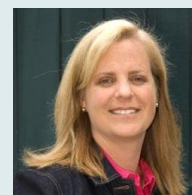
Testing Assumptions- How do you validate your sales strategy?

Be armed with all the info you need to validate, and all the knowledge on how to actually do it in your day-to-day sales as well as at your next trade show!

Companies will have the opportunity to sign up for One-on-One coaching via telephone with Jenny after the workshop at an additional cost of \$250.00.

About The Instructor

Jenny Motkaluk is president of CUMULA. She has over 20 years of B2B sales experience in a variety of industry sectors including life sciences and enterprise software. She has leveraged that experience to create a networking model that is ideally suited to assist growing companies in securing meetings with prospective clients and collaborators. Skilled in business to business sales and stakeholder relations, Jenny's career has been marked by results.



In a recent role with Yes! Winnipeg, she helped 15 companies create more than 400 jobs and invest more than \$135 Million into the city. In one year at 5X Technology, she grew top line revenue from \$300 K to \$3 Million.

Registration

LOCATION

Kahanoff Centre &
Conference Space
Room 201

105 12 Ave SE #200,
Calgary, AB T2G 1A1

COST

\$150.00/person

FOR MORE INFO

Contact Molly Slezak at

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