

# How Successful Entrepreneurs Do It



**Join like-minded  
entrepreneurial  
business**

**growers who want to  
increase their sales,  
winning and keeping more  
customers in 2005...**

# **GROW YOUR SALES IN 2005**

## **Mastering Entrepreneurial Marketing & Sales**

Arranged by

**Centre  
for SOFTWARE  
Engineering**

**One Day Workshop  
Thursday 10th March 2005**

Targeting customers who will buy and buy more often...

Creating 'value' in your product for faster customer buying...

Twenty questions that unearth your customers' real needs...

Positioning your competitive advantage in your target market's mind...

The eight customer requirements that must be met...

Using a 'go-to-market' map to create, manage and execute a 'marketing & sales plan' that works...

Winning sales messages, techniques and tools...

The most important 'words' to use, the 'questions', the presentations, the tips for more effective brochures, advertising, exhibitions...

International marketing and sales...new market entry...culture...

# GROW YOUR SALES IN 2005

One Day Workshop | **Mastering Entrepreneurial Marketing & Sales**

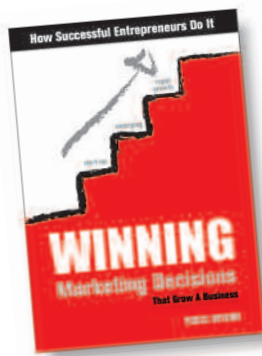
**Join like-minded entrepreneurial business growers who want to increase their sales, winning and keeping more customers in 2005...**

**Mastering the key marketing and sales techniques used by successful entrepreneurs on the Global stage...**

**A Roadmap to define the best route to market...**

To make sure you get the most out of this One Day Workshop, participant numbers are limited to 20 like-minded entrepreneurial business growers who want to increase their sales, winning and keeping more customers in 2005, by mastering the key marketing and sales techniques used by successful entrepreneurs on the Global stage.

Participants will be entrepreneurs and/or their top-team colleagues who have (collective) responsibility for sales in their early stage / rapid growth stage entrepreneurial venture.



Winning marketing and sales techniques captured in case studies in Greg Byrne's recent Book: **The Winning Marketing Decisions That Grow A Business -How Successful Entrepreneurs Do It . 2004.**

Blackhall Publishing. ISBN 1-842180-73-8.

"...With **Insights** from successful entrepreneurs from around the globe, revealing their best marketing strategies, tactics and actions ; with field-proven **Chart/Templates** providing the guidance and a framework for developing marketing strategies and making winning marketing decisions at each growth stage and with **Checklists** to ensure effective and efficient implementation - this resource is required reading..."

**Denis O'Brien, Chairman, Digicel Limited & Ernst & Young Entrepreneur Of The Year ® 1998.**

"...Greg Byrne's experience in assisting Irish entrepreneurs to achieve scale is very rich and should provide lessons for aspiring start-ups worldwide. A major issue in the dotcom collapse has been an inability of technology entrepreneurs to plan and execute a route to market for their products. This roadmap is a real tour de force in defining and refining that route to market..."

**Pat Maher, Executive Director, Enterprise Ireland.**

"...The book is impressive because the author practices what he preaches. It is a good example of do as I say and do as I do. He de-mystifies a complex process and provides an excellent guide and workbook using charts, templates and checklists which will enable all practitioners to draw value from the content. Greg Byrne's book fills a clear market gap and is a must-have part of the toolkit..."

**Kevin Thompstone, Chief Executive, Shannon Development**

"...This book uses real-life examples from Ireland and abroad from those who have made their mark, and helps us to understand the processes of entrepreneurial thought. We are offered some great insights from the sharp end into the role of marketing in growing businesses..."

**Liam Nellis , Chief Executive, InterTradelreland**

"...It looks like you have covered the ground pretty thoroughly..."

**Professor Joseph B Lassiter III. Harvard Business School**

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**Choose and prioritise the best sales tools and techniques to work in your market...**

**A set of 5 marketing and sales actions to implement immediately...**

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**Each participant receives a copy of 'The Winning Marketing Decisions' Field-Book**

**Guest entrepreneurs will attend - to contribute their experience and expertise**

## Benefits For Participants

The key to your marketing and sales success is to choose and prioritise the best tools and techniques that work in your market and for your target customers. You can't do everything. You can't launch and manage every marketing and selling tool - there'll be time and financial constraints.

Participants will learn about practical, often-times at no or low cost, marketing and sales tools & techniques that other entrepreneurs have deployed successfully and through knowledge-share, ideas generation and practice /exercises; they will prioritise a set of 5 marketing and sales actions to implement immediately. Most of the techniques will be actionable immediately after the Workshop Programme.

## Workshop Methodology

The Workshop will commence at 9.15am and finishing at 5pm, with time following for networking with fellow participants and the guest entrepreneurs. Each participant will receive a copy of the 'Winning Marketing Decisions' Book in advance of the Programme for pre-course assimilation and thereafter for reference during the Programme. Each workshop has four learning elements:

1. **Reference insights into marketing and sales actions that work ( taken from Greg Byrne's field-book and case study of successful internationally trading entrepreneurs.)**
2. **Group interaction, class work and practice on key marketing and sales techniques**
3. **Each participant has the opportunity to have the class address a key marketing/sales issue or challenge facing their company or being experienced in a particular market.**
4. **Successful entrepreneurs - internationally trading- will join the workshop to share their insights first hand and offer any networking and/or contacts they may have for the participants.**

Workshop participants will be encouraged to contribute their experience and ideas, as well as question and probe applications for their business use. Case study will be used to emphasise practical real-world action, with guest entrepreneurs attending to contribute their experience and expertise.

**Martin McVicar** is Managing Director of CombiLifts and the Ernst & Young Entrepreneur Of The Year 2001. Martin developed the highly innovative 'combilift' and successfully brought it to the global market place - now exporting to more than 40 countries.

**Fionan Murray** is CEO of LeT Systems, one of Ireland's premier indigenous software companies, leading the company through significant funding rounds from international investors and overseeing rapid expansion of LeT's business in Europe and North America and of late into Africa and Asia Pac, primarily through global blue chip partners as well as through in-country value added resellers.

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**Choose and prioritise the best tools and techniques that work in your market...**

## Workshop Focus...

## Programme Workshop Leader

## The Programme

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**Creating 'value' in your product for faster customer buying...**

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**International marketing and sales...new market entry...culture...**

**Greg Byrne** turns ideas into economic and social value through positioning and branding.

His 'Homeloans Business Builder' strategy for IIB Bank brought about for the first time in Ireland, nationwide distribution of mortgages through Broker & Life Office Sales Force Intermediaries.

A new brand position for the retail business of Irish Life Assurance, led to an industry first with the repositioning of the entire life assurance suite of products in 'Plain English', with an 'honesty mark'.

An innovative and distinctive value proposition for Ireland's high-potential entrepreneurs- that of an integrated business support and brand build programme- in the Entrepreneur Of The Year ® Awards Programme delivered a leadership brand for Ernst & Young.

Greg now supports the high-potential entrepreneur community in Ireland with strategic marketing & sales insight.

Visit [www.marketing4entrepreneurs.com](http://www.marketing4entrepreneurs.com) for further information.

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## Application Form

Name(s) .....

Organisation: .....

Address: .....

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Telephone: .....

Email: .....

### Approval Of Employer

Name(s): .....

Position: .....

Signature: .....

Date: .....

Telephone: .....

Email: .....

### Marketing & Sales Challenge 2005

Challenge ( describe briefly) .....

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International Market(s) currently served: .....

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Next International Market Target .....

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## Fee And Payment

### Fee And Payment

The fee for this Workshop is €800 per participant, payable two weeks in advance. Substitutions may be made, subject to notification in advance.

Enclosed cheque/purchase order for:

Amount: ..... Purchase Order No. ....

### Return To:

Centre for Software Engineering Ltd  
Dublin City University Campus  
Dublin 9

Email: Michael@cse.dcu.ie

Fax: 01-700 5605

Please note that the Workshop Programme organisers reserve the right to reschedule the workshop programme series