

## **Effective Networking and Referral Strategies**

**Presented By: Jill Schoenhofer, Well Connected**

**If you wish you had more referrals and could find out the best places to network, this presentation will be very useful. Learn practical tips from Jill Schoenhofer, a Referral Trainer on the following topics.**

- **Differences between women and men when networking**
- **Find the best places to network to meet the right people**
- **Why your networking is not working**
- **Why referrals are important to your business**
- **How to generate on going referrals**

**Join us in the morning for this practical and informative presentation. You will leave with some tips to implement right away.**

## **Email Marketing Best Practices & Automation Tools inside the Constant Contact Toolkit**

*Vito Marchese, Local Expert with Constant Contact*

This session is designed to give small businesses and nonprofit organizations some simple ideas for growing their organizations using email marketing and social media. We'll also show you the new email automation tools inside the Constant Contact Toolkit - including the new Birthdays & Anniversary triggers.

### **Topics in this session include:**

- Setting up your newsletter and announcement campaign
- Different types of email newsletters and announcements
- What to write about and best practices for incorporating images
- Subject line best practices to optimize email open rates
- Learn how to easily share your email on various social media platforms
- Monitor results of your email and social media engagement

**PLUS** – product insights into the new Birthdays & Anniversary tool



## “The Brand of You – 5 Steps To Leverage Your Personal Brand in 2017 To Grow Your Business”



**Robert J. Weese** of **B2B Sales Connections** will present an informative and interactive strategy session discussing how you can leverage your personal brand to outshine the competition, attract more customers and earn more money. Cut through the hype, leave behind the misconceptions and learn what it really takes to improve your sales, get more referrals and become the “go-to” person in your niche market.

Today, entrepreneurs and small business owners must learn how to effectively brand and promote their business on a shoe string budget. One of the simplest and least expensive ways to accomplish this is by understanding the important role “YOU” play in marketing your business.

### What You Will Learn

- The new role of personal branding in an on line social media dominated world
- How to build trust with your target market
- The simplest technique for closing more sales
- A better way to generate more referrals from you customers

Using the **Action Plan for Sales Success™** Program Bob’s clients have experienced sales growth of 20% to 30% in less than 90 days.

### Professional Profile:

Robert is the co-founder of B2B Sales Connections. He brings over 30 years of direct sales, sales management and executive level experience to his role helping, entrepreneurs, sales professionals and business owners achieve sales growth.

Robert gained experience in the business technology, software and broadcast media industries. He is an author, award winning speaker, broadcaster and entrepreneur. In 2014 he received the **Emerging Entrepreneur Award** from the Ajax Pickering Board of Trade for his work helping other business people reach their goals.

Robert has widespread experience building regional, national, and industry specific sales channels, as well as extensive skill in the foundations of sales; prospecting, presenting and closing. Both personally and professionally, Robert has demonstrated a proven track record of success.