



## MARKET INTELLIGENCE

### September 18: Day 1 – Introduction and Program Background

- a. Overview for SME - why the program
- b. Program overview for participants
- c. Why this program exists – how do you present now? (bring a sample sales presentation)
- d. Desired outcomes
- e. Basic strategies
- f. Self-assessment

### September 20: Day 2 – Know Your Customer

- a. Who is your real customer?
- b. How you obtain the marketing intelligence
- c. Matching what customers want with what you do

### September 25: Day 3 – Determining a Fit

- a. It's not just about what you do – is there a fit?
- b. Defining your customer-centric value proposition
- c. Gaining commitments to proceed

### September 27: Day 4 – Prepare Your Pitch

- a. How to get ready – no death by PowerPoint
- b. Practice, practice and practice
- c. Practice session – fine tuning your pitch

### October 4: Day 5 – Deliver Your Pitch and Follow-up

- a. Game day – confident not cheesy
- b. Follow-up: how, what and when



MANITOBA  AEROSPACE

### Multi-Company Training Opportunity

In association with:

TK3 Consulting (Tim Kist, CMC)

**TK3**  
CONSULTING

REVIEW. REFOCUS. RECHARGE.  
YOUR BUSINESS PERFORMANCE.

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September 18, 2018

September 20, 2018

September 25, 2018

September 27, 2018

October 4, 2018



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### The Facilitator:

Tim Kist is a Certified Management Consultant (CMC) that runs his own practice, TK3 Consulting. People ask what the “3” means. You have to “review, refocus, and recharge” your business performance in a structured manner for long term success. Tim has nearly 15 years as a practicing consultant including time with PwC and Deloitte, in addition to 6 years leading his own firm. He also has over 20 years in senior sales, marketing and leadership roles in various industries. Tim has successfully led provincial and national product launches and managed sales teams across the country. He created this program with Manitoba Aerospace to guide your personal development and practice “situational selling,” because one size does not always fit all.

Tim Kist, CMC, will guide you through several strategies that you will then customize for your company. The overview of the program includes four training modules and the following key sections:

1. September 18: Day 1 – Introduction and Program Background
2. September 20: Day 2 – Know Your Customer
3. September 25: Day 3 – Determining a Fit
4. September 27: Day 4 – Prepare Your Pitch
5. October 4: Day 5 – Deliver Your Pitch and Follow-up

Each day begins with light refreshments at 7:30 with the session beginning at 8 AM and ending at noon. The workshop is held at 1000 Waverley St, Room 103.

### Would You Buy from You?

Today's customers have access to an abundance of information on potential suppliers. Buyers can learn as much, or more, about you than you can about them. How can you improve your business development activities in this ever-changing buyer world?

You must be able to present new ways to solve a customer challenge. This can be pricing, delivery terms, vendor managed inventory, product improvements, and a host of other factors. Providing such insights must be done to the correct buyer in an organization. And part of the differentiation is that you articulate what matters most to those buyers in a unique way.

Manitoba Aerospace is pleased to provide a workshop series on how to refocus your business development efforts to successfully take advantage of market opportunities. You will learn how to improve your sales and business development approach so that you can confidently say “I would buy from me!”

Dates
September 18, 2018
September 20, 2018
September 25, 2018
September 27, 2018
October 4, 2018

5 days from 8:00 am till noon

Location
1000 Waverley St.
Winnipeg, MB R3T 0P3
Room 103

Registration Cost
\$750 per person

Withdrawals or Cancellations must be received by Manitoba Aerospace Inc. no later than 10 business days prior to the course date or company will be charged full course amount.

**Registration**  
Contact Sahar Boctor  
Financial Officer

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