

SCORE SE Wisconsin  
Presents a Business Workshop

**Marketing & Sales  
In A Down Economy**

**Coming on:**

Thursday,

May 21, 2009

9:00am-Noon

at the

Milwaukee County

Research Park

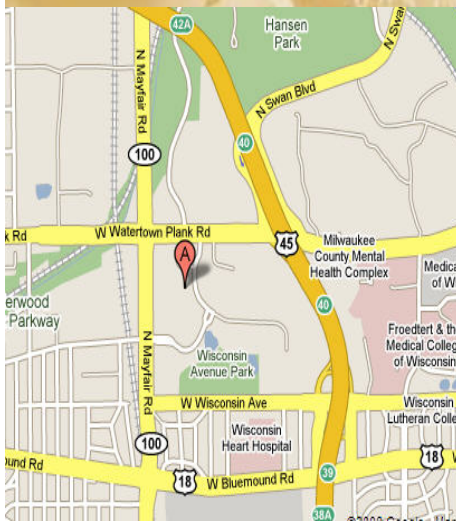
Room 121

10437 Innovation Dr.

Wauwatosa, WI 53226

Fee: \$35 per person

\$20 for 2nd. person



**To Register:**

- Visit our Web Site:  
[www.scoresewisconsin.org](http://www.scoresewisconsin.org)  
(Go to Workshops)
- Call: 414-297-3942

Mail Check To:

SCORE

310 W. Wisconsin Ave

Suite 425

Milwaukee, WI 53203

Fee: \$35 per person

\$20 for 2nd. Person

**In** an economic recession, company management tends to be reactive and cut costs in most areas including Marketing & Sales. This in itself can cause business contraction. A better way to address the downturn is to be proactive by re-examining the Marketing Plan and taking advantage of the one plentiful resource, time.

Frank B. Siebrecht of SCORE will present this Workshop. Frank has an MBA from Eastern Michigan University and a BA, University of South Dakota. His work experiences include: Bader Rutter & Associates, Brookfield WI, Business to Business Sales and Marketing; Communications Agency-VP, Strategic Market Planning and Market Research; Sales Promotion company, owner, Houston TX; Multi-line building supply company, partnership, Houston TX

Contact SCORE to find out about free and confidential counseling and about business workshops and seminars.

Review all of our workshops on our web site:

[www.scoresewisconsin.org](http://www.scoresewisconsin.org)

**HIGHLIGHTS**  
*You'll Learn to:*

- Retain Current Customers...not all customers are equal
- Find New Customers ...how to identify the best potential new customers
- Develop Your Key Messages...are they important to your customers?
- Understand Numerous Alternative Media ...Which are best for you
- Create a Promotion Budget
- Measure Results...if you don't measure you can not manage