

## Agenda \*

### Marty's Sales & Marketing Symposium

*For Landscapers Only!*

**March 9-10, 2011**

#### **Wednesday, March 9th**

2:30 pm – 5:00 pm	Tour of Grunder Landscaping Co. Presentation by sales team Explanation of our Schedule Board (as featured in <i>Lawn &amp; Landscape</i> magazine)
5:00 pm – 8:00 pm	Dinner with Marty – your time to ask Marty any question you want
Cost	\$295 ( <i>Optional</i> )

#### **Thursday, March 10th**

8:00 am – 9:00 am	Why are you here? MATCH UP
9:00 am – 10:15 am	What makes up a GREAT Green Industry Sales Professional?
10:15 am – 10:45 am	Exercise & Break
10:45 am – 11:00 am	What did you learn?
11:00 am – 12:00 pm	Selling Process, Part 1
12:00 pm – 12:30 pm	Quick Lunch
12:30 pm – 1:30 pm	Selling Process, Part 2
1:30 pm – 2:30 pm	Creating a Marketing Plan that works
2:30 pm – 3:15 pm	Work on Your Plans
3:15 pm – 3:45 pm	Discussion of Plans
4:00 pm – 5:30 pm	Sales Management, what works, what does not-how to run a sales team
5:30 pm – 6:30 pm	Working Dinner
6:30 pm – 7:30 pm	Networking your way to success & Final Thoughts
Cost	\$495 per person

Sign up for both for only \$700; you save \$90

\* *Subject to change*