



You are
invited to a
FREE Seminar



FOCUS to Survive and Thrive in the Next 2 Quarters

Date: Friday, March 6, 2009

Time: 8:00 - 9:15 AM

Scotts Seafood

355 El Camino Real, Palo Alto

[Click here](#) for a map.

There will be a nominal charge for breakfast.

[CLICK HERE TO RSVP](#)

"Survival Selling" in the downturn means having a focused, short term approach to generate incremental revenue.

- Identify buyers who are compelled to buy in the short term.
- Adjust your target market based on input from your team and prospects.
- Make small, quick changes to existing products and services.
- Optimize human and online interactions to remove/automate sales "touches."
- Ensure each function is ready to support the selected market opportunities.
- Minimize cash outlays- yours and ypour customers'.

Have you considered the effect this will have on your operations? Does your organization have the tools and guidance they need to execute and succeed?

This seminar discusses the effects of short term strategies on organizations and what affordable techniques can be used to ensure your operation is positioned to succeed. There are things you can do quickly and easily that can have a big impact.

We invite you to hear two people with lots of experience in high-tech sales and marketing, Ron Snyder from Breakthrough, Inc, and Phil Casini from Advance Tech Marketing discuss how you can utilize innovative techniques that will help your organization thrive in this challenging environment.

Speakers

Ron Snyder has consulted with technology-based companies helping them dramatically improve sales and marketing effectiveness and results for the past 18 years. Prior to that, he was at HP, where he was a top-ranked sales person, a manager in the sales force and a marketing manager- launching new products and driving them to market leadership. He has worked with industry leaders, such as Hewlett-Packard, Cisco Systems, Synopsys, Siemens, Philips and smaller, rapidly-growing companies such as NetSuite, Zeus Technology, Exodus Communications and Adobe/Macromedia. For more, including articles, case studies, services and bio, visit www.breakthrough-inc.com.

Phil Casini is a 26 year veteran of the high technology industry. Phil has worked for successful semiconductor companies (Intel, Cirrus Logic and Dallas Semiconductor), and start ups (Sonics and Cradle Technologies). His most recent 13 years as a Vice President of Marketing for small and large organizations has allowed Phil to develop innovative techniques that have made his marketing organizations achieve high results. Visit <http://www.advancetechmarketing.com>.

***If you hear one new idea that helps your business,
the time attending this seminar is well spent.***

***Space is limited, so please [reply](#) to let us know you
are planning to attend. Feel free to invite a colleague.***