

Marketing & Sales Management **Boot Camp II**™

**Sales and Marketing Tools That Will Have
Your Competition Retreating to the Hills**

October 29-30, 2008

Minneapolis

▶ Equivalent to two (2) Fast-Track Seminar Certificates
\$1295

A two-day event for those who have completed *Marketing & Sales Management Boot Camp I*™ (see Page 12). Come back for another round and put the finishing touches on your marketing and sales process. Roxanne will critique your current projects, strategies, and positioning processes and play devil's advocate on your processes.

Power-packed with high-impact tools.

- Complete a Unique Selling Proposition (USP) check-up to make sure the USP you have for every product line is **kick-butt and power-packed**.
- Assess your current sales management process and **challenge it to the next level**.
- Identify your current sales and marketing bottlenecks.
- **“Hot-seat” opportunities** for you to get very **personal and direct coaching from Roxanne** on how to make your USPs, incentives, sales processes, and marketing programs infinitely more profitable.
- Receive **high-level sales and marketing templates** restricted for Boot Camp graduates only.

*“In Boot Camp II I learned more about what I consider to be the **greatest sales management and marketing principles in the world**—and I received the straight-forward tools to make it happen.”*

—Tammy Thompson, Assistant Vice President, Citizens National Bank

*“Get off your budget and get up here! It's **worth every cent!**”* —Sheila Houk, Vice President, Security State Bank

*“Boot Camp II provides a **goldmine of customer-focused ideas** that will drive our business forward. I gathered \$50,000 worth of ideas that I can apply immediately—the hardest part is prioritizing what we do first.”*

—Chris Bart, Vice President Marketing, Macatawa Bank

*“I thought Boot Camp was great but **Boot Camp II blew me away!** Awesome!”*

—Melissa Secor, Investment Services Director, Macatawa Bank

“Not your typical sales conference! Roxanne brings together highly motivated people and brings them to the next level!”

—Karla Wilbur, Vice President, Passumpsic Savings Bank

“The depth and commitment from all who attended Boot Camp II eclipsed a very impactful Boot Camp I.”

—Bill Habermeyer, Senior Commercial Lending Analyst, First Commercial Bank of Florida

“Energetic, exciting, evaluative, educational!”

—C.Prescott, President, First Commercial Bank of Florida

“Best forum to interact with colleagues and peers that I have ever attended.”

—Karen Katz, Marketing/Training Director, River Valley State Bank

“An unbelievable session filled with high energy and great ideas that are easily implemented.”

—Don Baker, Executive Vice President, American State Bank

Call 800-236-5885 today