

Don't Shoot Me...

I'm Just the CEO!

Seminar Series

Revenue Is An Executive Responsibility.....
Here's How to Crank It Up Without Getting Shot!

Join Us for an Exclusive Executive Seminar...

Specifically for CEOs, Presidents, Business Owners, Sales & Marketing Professionals & Senior Executives. **Learn how to:**

- “Define & dominate your unique market” using a powerful business process that has produced over a billion dollars in valuation.
- Create a unique and compelling value position that is better than your competitors.
- Increase revenue by giving customers a better reason to buy from you.
- Re-position your competition by using their strengths against them.
- Align the core competencies & competitive advantages of your company with the needs of your ideal prospects.
- Discover your “Unfair Competitive Advantage” and learn how to use it.
- Improve corporate image, brand, positioning, sales execution and employee confidence.
- Apply a proven process that will get your team on the same bus and heading in the right direction.



Presented by

IntelliSource
INTERNATIONAL

Helping Companies Define & Dominate Their Unique Markets

Promised Take-aways:

- A powerful 30 second commercial that will result in new customer appointments.
- An objective, unbiased assessment of your current competitive positioning, corporate messaging and value proposition as articulated by your web site.
- A proven, repeatable, cost effective business process that will absolutely result in Top Line Growth.
- A few precious hours to “work on the business, instead of in the business”.
- New insights into Sales: YES, there is a repeatable process you can apply.
- De-mystify Marketing: See how images help tell your story and create differentiation.

... and ...

- You'll receive a complimentary copy of ALL presentation materials used.
- You'll meet at least 2 interesting peer COLLEAGUES from other firms.
- You'll be applying this process directly to your OWN firm within the first 2 hours.
- You'll see your OWN firm in a whole new light, which will empower you to challenge and lead your team toward objectives that seemed beyond reach.

... plus...

You'll have fun in the process!

If you can't make it, consider sending another member of your Executive Leadership Team.

NEW DATE—Thursday, April 14th

7:30 am - 11 am

**Wyndham Westborough, 5400 Computer Drive
Westborough, MA 02451**

(Directions - go to <http://www.wyndham.com>)

**Pre-registration is required. Contact Kathie Mahoney at
508.831.7020 x11 or at kathiem@massmep.org**

\$25 MEP clients & bei members and \$30 all others.

No obligation, no pressure, no risk, no downside. Attendance is confidential; participant interaction is discreet. Your 100% satisfaction is our sincere goal and track record. Improvement of the local New England Economy is our mission...every company, each at their own readiness!

Sponsored by;



a NIST | Network
MEP | Affiliate

Here's What People Are Saying...

“IntelliSource OVER DELIVERED on this engagement. We were getting stale as a company about what we did. Through the IntelliSource positioning process our mission and message to the market is crystal clear and more importantly my team is excited about working for the company!”

John Gravelle, President—Mar-Lee Companies

“The IntelliSource workshop was very valuable in helping us look at our business from an outside perspective. It was very insightful, but I wish it were longer to dig deeper into the key topics. **The workshop was an excellent use of my time and I would recommend it highly to CEO's and other VP's of Sales.**”

Steve Miller, VP Sales—Athena Diagnostic

“The “Don't Shoot Me... I'm Just the CEO” seminar was worth **twice the time and 1,000 times the cost**. It was the best workshop I ever attended. The IntelliSource team is a group of competent experts that practice what they preach.”

Brain Key, COO— Design Mentor, Inc.

“I took 8 bullets away for my company positioning. Great presentation with very pointed examples, that really hit home. The workshop certainly made me think about and compare what we currently have for a message and what it could be tomorrow with the IntelliSource Process. I would tell fellow CEO's the workshop is well worth the time-and investment.”

Paul Freve, President—Hybricon Corporation

“If you are unsatisfied with revenue performance, attending this seminar is a must for you and your sales team. We needed to fundamentally examine our sales and marketing organization. This workshop was a great first step.

Ron Fraser, President — Fraser Funding

MassMEP is a Management Consulting and Training Organization that specializes in helping small to medium manufacturers create sustainable positive impact to their bottom line! MassMEP capitalizes on a wide range of the newest technologies and process enhancements that will help you to grow and improve your business, become more competitive and ultimately more profitable. We help our clients to become a more valuable asset to their customers. **We are all about IMPACT.**

The WPI Bioengineering Institute (BEI) is an organization dedicated to creating life science based products by commercializing the results of academic research. The commercialization process is founded on academic, industry and government partnerships that blend the intellect of academia, the market needs of industry and the public policy needs of government. Through this effort BEI creates innovative solutions to healthcare problems and in so doing stimulates new manufacturing, creates jobs and promotes overall economic development in Central Massachusetts.

IntelliSource International is a business strategy firm that helps companies define and dominate a unique market, by dramatically improving strategy, competitive positioning and sales execution. IntelliSource works with CEO's and senior management teams to determine the real obstacles to top line growth. They offer the most affordable, time efficient and comprehensive strategy, competitive positioning, messaging and sales execution program available to small and medium sized businesses today. The IntelliSource positioning process was developed and perfected over a 20 year period, it is a proven, repeatable business process that will **absolutely result in new business with new customers.**