

# 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 designed for CEOs, Presidents, Business Owners, Sales and Marketing Professionals, and Senior Executives.

**Learn how to:**

- Define & dominate your unique market using a powerful business process that has produced over a billion dollars in valuation.
- Apply a proven, repeatable “positioning” process for increases in revenue, valuation and market share.
- Define Your Vision and Strategy for Revenue Growth.
- Create a unique and compelling value position that is better than your competitors.
- Align the core competencies & competitive advantages of your company with the needs of your ideal prospects.
- Increase revenue by giving customers a better reason to buy from you.
- 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*

**Thursday, June 9th**

**7:30 am - 11 am**

**University of Phoenix, One Research Drive,  
Room 103 Westborough, MA 01581**

**Pre-registration is required. Contact Kathie Mahoney at  
508.831.7020 x11 or at [kathiem@massmep.org](mailto:kathiem@massmep.org)**

**Program cost is \$39 - includes continental breakfast and  
all handout materials.**

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!

## 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.*

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## 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

“Do you want more sales, then come to this seminar. It made me recognize that we need to spend more time and money on developing our position statement, getting that message consistent and then getting it out to all our people”.

**Mark Godfrey** President—Fenton Brush, Inc.

**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.**

**Amplior** is the only comprehensive business and technology development company that can efficiently and effectively increase the value of qualified medical technology companies. We offer our services to University technology transfer offices, existing medical technology companies, manufacturers and individual entrepreneurs. **The key to our success is our integrated network of medical technology experts** from academia and industry who join with us to help our client companies achieve and exceed key growth milestones.

**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, business owners 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.**

The mission of the **University of Phoenix** is to educate working adults to develop the knowledge and skills that will enable them to achieve their professional goals, improve the productivity of their organizations and provide leadership and service to their communities. University of Phoenix is unique in its singular commitment to education of working students. As new technologies appear, the University adopts those of value and shapes them to serve the ever-changing needs of our students. This commitment has fostered a culture that accepts the necessity of rapid change and continuous innovation. Thus, our culture allows University of Phoenix to respond promptly and effectively, not only to the needs of the students, but to the needs of their employers as well.