

## About the Presenters

### **Mike Harding (Principal, Harding and Associates)**

Harding and Associates is a firm specializing in creating and energizing Lean organizations and other related consulting and educational businesses. Since 1989, Michael and his staff have been assisting manufacturing firms worldwide in restructuring themselves to not merely compete in global markets but to dominate them, implementing the principles of Lean manufacturing. Michael has over twenty-six years of operations, quality and materials experience with Texas Instruments, RCA, TRW, General Electric and Digital. Michael holds degrees in business and law, and a master's degree in purchasing. He is an accomplished author and lecturer.

### **Denny McDonough (President, Attitude and Response Management Systems)**

Denny provides consulting, training and coaching in sales, sales management, leadership, conflict management and communications. His seminars, full of practical ideas and fun-filled exercises, combine classroom theory and personal experiences. A graduate of the University of Vermont, Denny conducts seminars at UVM and other colleges. He was voted Vermont Consultant of the Year.

### **Dan Starr (Chief Marketing Officer, Salesnet)**

Dan has more than 15 years of marketing, software and business experience and is focusing on the online Customer Relationship Management (CRM) industry at Salesnet. Prior to joining Salesnet, Dan was Vice President of Marketing at Parametric Technology Corporation and earned the 2001 Smithsonian/Computerworld Honors Laureate Award.

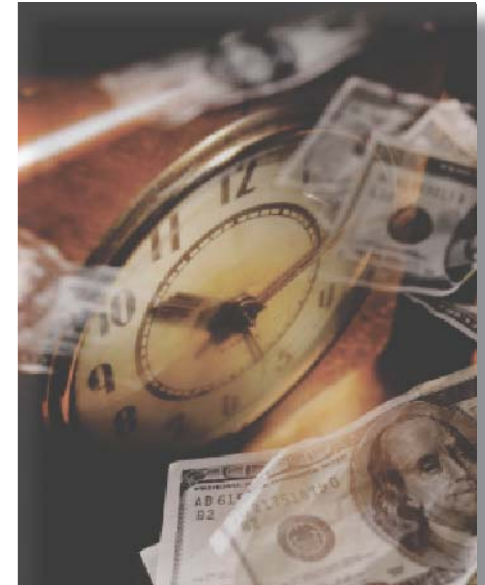
### **Shari Worthington ( President, Telesian Technology, Inc.)**

Shari has over 25 years experience in developing innovative marketing and e-business programs for manufacturing firms. Her award winning team works with start-ups, mid-sized organizations, and Fortune 500 companies to develop clear and compelling communications programs for a wide range of products and services, An international speaker and co-author, Shari serves on the Board of Directors for WPI Venture Forum at Worcester Polytechnic Institute, is a business counselor and instructor for the Center for Women and Enterprise and teaches at several colleges in the Boston area.

**WVME**  
MANUFACTURING ADVANCEMENT CENTER  
**Sell More Faster**  
Thursday, June 17, 2004  
8:00 am - 12:00 pm  
Sheraton Needham Hotel  
Needham, MA

**MASSMEP**  
100 Grove Street  
Worcester, MA 01605  
a NIST | Network  
MEP | Affiliate

**Sell More *Faster***  
Sales Strategies for  
Manufacturing Companies



Thursday, June 17, 2004

8:00 am - 12:00 pm

Sheraton Needham Hotel  
Needham, MA

The Massachusetts Manufacturing Extension Partnership (MassMEP) and the Manufacturing Advancement Center (MAC) invite you to learn more about the latest wave to hit the manufacturing sector: *Lean Sales*.

Within progressive companies, Lean manufacturing is being implemented to minimize waste and delivery time while maximizing profits. Lean is all about minimizing non-value added waste.

## About the Workshop

### A. Sell More, Faster: Lean Selling Skills for Professionals

**Mike Harding (Principal, Harding and Associates) and Denny McDonough (President, A&RMS)**

Two of the most important measures of a successful organization are *Time* and *Quality*. But within a high performance sales team it can be reduced to this: Sell More, Faster! Lean selling is the quickest method of converting prospects into customers and sales into profits. To get there you'll have to minimize time, resources and your investment involved in generating incremental new business. Lean selling will introduce you to the skills and tools necessary to drive new revenue into your organization.

MassMEP, a non-profit organization, provides services to all manufacturers in the state to help them compete more effectively in the global marketplace (see [www.massmep.org](http://www.massmep.org)). Best known for implementing Lean manufacturing principles with companies seeking to improve efficiency, eliminate waste, and maximize profits, MassMEP goes beyond the manufacturing floor to help CEOs and business owners with challenges in any functional area, including HR, IT, sales, marketing, and strategic planning. MAC has promoted industry, university and government-based research collaboration over the past several years.

### B. Measuring and Tracking Success: Lean Sales Tools for High-performing Teams

**Dan Starr (Chief Marketing Officer, Salesnet)**

Turnover in your sales team, missed revenue goals, lengthening sales cycles, and increased competition for the same customers. Are these issues keeping you awake at the end of the quarter? These issues worry sales leaders everywhere. Dan will present a Customer Relationship Management (CRM) strategy for companies called *Guided Performance Selling* that empowers companies to define, guide and track sales best-practices with a very rapid return on investment - and without a significant budget. He will show how high adoption capabilities empower sales people. Learn how actual companies have achieved real results such as doubling the number of products sold per customer, thus increasing profits by 60 percent.

### C. e-Marketing and the Web: Generating Lean Sales Leads

**Shari Worthington (President, Telesian Technology, Inc.)**

The *web* has taken the world by storm with its easy access to online information. As a result, the internet has become a serious tool for marketing. It has evolved into a sophisticated and efficient vehicle for generating and qualifying sales leads. Shari will discuss the latest e-marketing tools, from emails to b-blogs, and how they are producing positive return on investment results throughout the industrial markets. She'll also cover how to generate e-newsletter open rates of 60 percent and higher in the face of rigorous anti-spam efforts by IT departments; search engines and how to approach the confusing array of algorithms used to generate rankings; the latest web tools, micro-sites, b-blogs and a discussion on how to effectively apply them in industrial markets.

## Registration

Please complete this form and mail to:  
MassMEP, 100 Grove Street, Worcester, MA 01605;  
or fax to: 508-831-7215; or register online at:  
[www.massmep.org](http://www.massmep.org) and click on Upcoming Events.  
For more information call Crystal Myers at: 508-831-7020  
or email questions to: [crystalm@massmep.org](mailto:crystalm@massmep.org)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment

Choose Payment Method:

1. Enclose check for \$50 made payable to MassMEP
2. Complete credit card information below:

Name on Card \_\_\_\_\_

Card Type/Number \_\_\_\_\_

Expiration \_\_\_\_\_

Payment includes Continental Breakfast

## Directions: Sheraton Needham Hotel

100 Cabot St. • Needham, MA • 781-444-1110

From Logan Airport: Follow Mass Pike (I-90) West to I-95/Route 128 South to Exit 19A, Newton Highlands. Take first right off exit. Hotel driveway is first left.

From North: Follow I-95/Route 128 South to Exit 19A, Newton Highlands. Take first right off exit. Hotel driveway is first left.

From South: Follow I-95/Route 128 North to Exit 19A, Newton Highlands. Take first right off exit. Hotel driveway is first left.

From West: Follow Mass Pike (I-90) East to I-95/Route 128 South. Go South on I-95/Route 128 to Exit 19A, Newton Highlands. Take first right off exit. Hotel driveway is first left.