



**The Business Council  
of Westchester**  
THE COUNTY'S CHAMBER OF COMMERCE



media sponsors:



Friday September 9:

**"Bag the Elephant: How to Win and Keep BIG Customers"**  
by Steve Kaplan

Friday October 7:

**How to SELL MORE Today, Based on the top selling book,  
"The Certifiable Salesperson"** by Laura Laaman

Friday November 4:

**"Your Marketing Sucks"** by Mark Stevens

Friday December 2:

**"Blue Ocean Strategy: How to Create Uncontested Market  
Space and Make Competition Irrelevant"** by Ralph Trombetta

# Books-To-Bank-On Author Series

presents

## "Cutting Edge Sales and Marketing Strategies for Your Business Success"

Think this series isn't for you? Think you're not in sales or marketing?

**Phone calls. Emails. Conferences. Lunches. Sounds like a full agenda.**

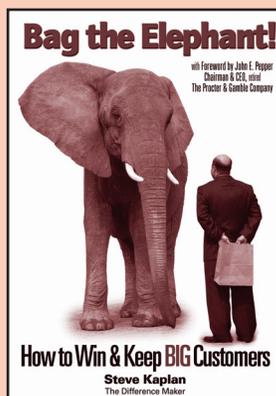
Every interaction of the day holds an opportunity to make the right impression and sell your business – whatever it is. Whether you're a non-profit, a "solo-preneur," or part of a multinational corporation, chances are that you need to promote your business. This series will give business owners and employees in every sector the skills they need to optimize their sales and marketing agendas.

Your "summer reading list" is ready for August! *Bag the Elephant* will be hot off the presses in early September.

Friday September 9:

## "Bag the Elephant: How to Win and Keep BIG Customers"

by Steve Kaplan



### About Steve Kaplan...



Steve Kaplan shows you how to think BIG, act BIG, and win BIG. Follow his advice and watch your paycheck grow BIG!" – Jeffrey Gitomer, author of "The Little Red Book of Selling" and "The Sales Bible."

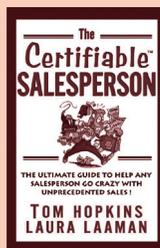
Steve Kaplan, President of The Difference Maker, Inc., kicks off the series with a stop on his nationwide book tour for "**BAG THE ELEPHANT: How to Win and Keep BIG Customers.**" Steve's presentation will share proven techniques for winning large accounts and include the following topics:

- That **any** company can get the big customer.
- Who the big elephants are in the Westchester area.
- How to determine which elephants should be pursued and which ones give you the best chance for success.
- 6 keys to getting your employees to embrace the big customer attitude.

Friday October 7:

## "The Certifiable Salesperson"

by Laura L. Laaman



### Author of...

- *The Certifiable™ Salesperson*
- *The Certifiable™ Manager*
- *The Certifiable™ Employee*
- *The Certified Salesperson Journal*
- *The Dolphin Dynamic—Make a Splash in Today's Shark Infested Business Waters*

### About Laura Laaman...



Laura Laaman is an award-winning speaker, trainer and premiere authority on sales, management and customer service.

"I've had the pleasure of working with Laura Laaman personally and found her delivery powerful and passionate, her content profound. The audience and I found her passion for sales success contagious... Her ability to transfer her inexhaustible knowledge base is incredible." – Zig Ziglar

She will present, *How to SELL MORE Today*, based on her top selling book, "**The Certifiable Salesperson—How to Go Crazy with Unprecedented Sales,**" in a fun, fast-paced seminar, Laura Laaman will cover:

- How to Get More Appointments—Today!
- How to Get to Decision Makers!
- How to Shut Down the Competition!
- How to Overcome the Fear of Rejection!
- How to Use the Most Powerful Closes Effortlessly!
- And much, much more!

*"...with the added information I gained from Laura's seminar, I closed a \$500,000 sale! Thank you!"*

– Sheri Feldman

## Friday November 4: "Your Marketing Sucks"

by Mark Stevens



### Author of...

- *Your Marketing Sucks.*
- *The Big Eight: An Inside View Of America's Most Powerful Accounting Firms*
- *The Big Six: How To Run Your Own Business Successfully*
- *Power Of Attorney: The Rise Of The Giant Law Firms The Macmillan Small Business Handbook*



The best marketing presents a company and/or its products as beautiful or creative or sexy." – Who says? I'll tell you: the ego driven creators of beautiful/creative and sexy marketing. What they won't tell you is that they don't care a whit about your company's Return on Investment from its marketing dollars, says Mark Stevens.

Stevens doesn't look at the world through rose-colored glasses—he uses a kaleidoscope. The tell-it-like-is author of Business Week best seller "*Your Marketing Sucks*" and the forthcoming "*Your Management Sucks: A 7-Day Crash Course for Declaring War on Your Business*," advises CEOs and senior managers to do just that: declare constructive war on their businesses by challenging the oxymoron of conventional wisdom that permeates—and poisons—organizations.

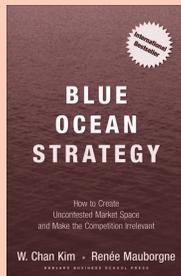
Mark Stevens, CEO of MSCO Inc., and global advisor to senior management will share his experience and examine the six myths of marketing, but don't expect to hear any rules.

**Every business owner has probably heard that "Good marketing is based on rules."**

But according to Mark Stevens, "Every company, product and service is different: so how can there be universal rules?"

## Friday December 2: "Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant"

presented by  
Keynote Speaker, Ralph Trombetta



Ralph G. Trombetta, Managing Partner of Value Innovation Associates, wraps-up our series with Blue Ocean Strategy. In this lively and engaging session, Trombetta will challenge everything that you thought you knew about business strategy.

Blue Ocean Strategy is an internationally best-selling book by Professors Chan Kim and Renee Mauborgne of the European business school INSEAD. Trombetta has worked with Professors Kim and Mauborgne since the late 1990s. He frequently speaks about blue ocean strategy and facilitates executive workshops worldwide in university and corporate settings, will share: How blue ocean strategies **make the competition irrelevant** and are fundamentally different from head-to-head competitive based (red ocean) strategies;

- Why solely focusing on **existing customers** may be a mistake when you are trying to grow.
- The visually powerful framework of a **strategy canvas** to help you capture the factors of competition within your industry and **chart your company's future**.
- How companies pursuing a blue ocean strategy have **broken the trade-off between low cost versus differentiated** strategies.
- How to evaluate new business ideas with the **Blue Ocean Idea (BOI) index**.

## Registration Form

### MEMBERS

- All Sessions ..... \$99
- Bag The Elephant..... \$29
- How to SELL MORE Today, based on the top selling book, The Certifiable Salesperson ..... \$29
- Your Marketing Sucks ..... \$29
- Blue Ocean Strategy ..... \$29

### NON-MEMBERS

- Bag The Elephant..... \$40
- How to SELL MORE Today, based on the top selling book, The Certifiable Salesperson ..... \$40
- Your Marketing Sucks ..... \$40
- Blue Ocean Strategy ..... \$40

7:30 am – Continental Breakfast and Registration  
8:00 - 10:00 am – Presentation

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_ payable to:

The Business Council of Westchester, 108 Corporate Park Drive, White Plains, NY 10604

Charge my credit card for \$ \_\_\_\_\_  MC  Visa  AMEX  Disc

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Signature \_\_\_\_\_

**REGISTER ONLINE AT WWW.WESTCHESTERNY.ORG or mail this form back to The Business Council of Westchester or fax to: (914) 948-0122**

All seminars will take place at the Westchester Marriott Hotel, 670 White Plains Road, Tarrytown, NY. Visit [www.westchesterny.org](http://www.westchesterny.org) or call (914) 948-2110 for additional information about the series or the authors. Advanced registration with payment is required... no walk-ins please. Cancellations must be made 48 hours prior to seminar for refund. An additional \$5.00 billing fee will be applied if advanced payment is not received. Reservations not honored will be billed.