

SHADE Conference
August 14, 2009

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Presentation Outline

Retooling your Business Development Tackle Box

Introductions

Definitions

Marketing

Your Fish

The Pond

Sales

Current Market Conditions

Recession over?

Or not?

The 5 Bean Bags of Business - Overview

Leadership

MESS

Production

People

Financials

Leadership

Hard Slap of Reality

PMA

Investing

Establishing Goals

Controlling the Dust Cloud of Activity

MESS

Marketing

Estimating

Sales

Service

Your Core Story

Stadium Pitch

Buying Pyramid

What Customers Want

Your Biz Development Tackle Box

Tactics

Strategies

"Bait"

Choosing the Right Bait

Expensive Bait

Cost Effective Bait

KIT- Follow up

Setting the Hook

Closing Comments