Guest,

Welcome to:

Building A Sales and Marketing Plan That's Implementable and Within Budget

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Realize Your Potential in 3D!

- Organize Your Current Business Information
- Learn How To Prioritize Sales & Marketing Resources
- Get Into The Zone Of “Doing Business On Purpose”™

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Better Way to Organize The Business

- Background Story: Walking Into The Trap
- There Must Be A Lesson Here
- Business Is Multi-dimensional
Traditional Thinking

- Geographic Territories
- Push The Product
- Incent (Kick) The Sales Team

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Tried it In the Cinema Market – Didn’t Work

- Pushed – Travel, Training
- Kicked - Incented
- Went Back to Lessons Learned

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Build A Three Dimensional Business Model

- Geographic
- Product (Goods and Services)
- Vertical Markets (Customer Types / Business Segments)

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC  All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance

http://lighthouseconsulting.org/openline/082311/presentation/handouts.php?ns=ns&firstname=Guest&email=test@test.com&slide=0.0
Open Line

Start With Your Current Business

- Assign Customers to Geographic Territory
- Categorize Each Customer to a Vertical
- Track Revenue by Vertical and Geographic Markets

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC  All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance

http://lighthouseconsulting.org/openline/082311/presentation/handouts.php?ns=ns&firstname=Guest&email=test@test.com&slide=0.0
Build the Opportunity Model

- Vertical – Market Potential
- Geographic – Location Potential
- Goods or Services – Your Goals By Product

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of *Cracking The Personality Code*
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: [www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)

© 2011 Lighthouse Consulting Services, LLC All Rights Reserved
Cinema Example

- 7,000 Screens Going To 26,000
- Become An “Insider”
- Take Advantage Of Your “Part Time Competitors”

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC  All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Examples of a Small Business

- Thai Restaurant
- What’s Not Working – Attracting Wrong Customers
- Geographic/Customer solution

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Story of a Sleepy Camera Business

- Difficult to Use
- New Technology
- What The Customer Really Wanted

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC All Rights Reserved
Summing it Up

- Build Your “As Is” Database
- Do Some G2 On Demographics
- Mine the Database – Prioritize the Who, What and Where
Thank you for attending
Building A Sales and Marketing Plan That's Implementable and Within Budget

Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line:
12 Differentiating Strategies for Creating More Value for Customers

Presented by
Lighthouse Consulting Services, LLC

Featured Guest:
Ron Means
Vistage Group Chair
Phone: 805-402-1883
Email: RON@RHMEANS.COM
Website: WWW.RHMEANS.COM

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

© 2011 Lighthouse Consulting Services, LLC All Rights Reserved

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987

reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance