Guest,

Welcome to:

Market Planning - Stay Ahead or Be Left Behind

Presented by
Lighthouse Consulting Services, LLC

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Market Planning - Stay Ahead or Be Left Behind

Speed
Target Marketing
Execution

Featured Guest:
Paul David Walker
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Host:
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Need For Speed

- The world is changing
- We are not sure how
- The 1st to know will win

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Need For Insight

- Move fast, move right
- Research is important
- Strategic planning needed

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Optimization Comes First

- Create a lean organization
- Develop high level of QC
- Waste nothing
Align Company For Speed

- Strategy: Targeting
- Structure: Make it easy
- Culture: FastBreak Teams

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Position Yourself as the Answer

- Become state-of-the art
- Learn to replicate yourself
- Develop great service

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Target Marketing

• Find the right customers
• Teach your sales people
• Build a brand that creates confidence

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Find Business Partners

- Find companies who need you
- Make special deals
- Go deep with you customers

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The Answer Keeps Changing

- Target and change
- Continue to research
- Fine tune your target
Execute The Plan

- Once you know go
- Act with courage
- Draw in the market

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