

Wyoming County Chamber of Commerce Presents

8 Steps to a Lot More Sales "The Hidden Marketing Assets" Seminar

And How to Utilize Matching Funds to Add to your Marketing Dollar

Thursday, October 20th, 8 am until Noon

Registration to begin at 7:30 am

Byrnclyff Resort and Conference Center

2357 Humphrey Road, Varysburg

Learn the REAL Reason why 69% of Small Businesses Fail! Most small businesses are sitting on \$10,000 to \$1,000,000 in new sales but will never discover them. Here's why: In their effort to get new customers, they overlook the more obvious opportunities to gain additional sales and profits. These sales opportunities are known as Hidden Marketing Assets. Without discovering and optimizing their hidden marketing assets, small business owners will continually worry about where the next sale is coming from! Do you continue to struggle with your marketing? Do you continue to wake up in the morning wondering what you could do to increase your sales and bottom-line profits? Struggle no More! In this 4-hour session, you will learn how to uncover and optimize those hidden assets that are costing you both sales and profits. You will also learn how to implement an easy-to-use proven system to grow your business. It is the same system used by DELL and IBM in their on-line Learning Management Systems. This system will save you time, money, mistakes, and frustrations. Frank Swiatek, Seminar Leader, is a management speaker, coach, and consultant, who has conducted over 3,400 engagements throughout the United States and Canada for Fortune 500 companies and small businesses alike. In addition to running his own business, he is an adjunct faculty member at Canisius College. He is the co-author, with Denny Strigl, former President and CEO of Verizon Wireless of a new book entitled, "Managers, Can You Hear Me

Now?" - Hard-Hitting, Lessons on How to Get Real Results. The book was published by McGraw-Hill (New York City) in April 2011. Frank was recently hired by Verizon Small Business to conduct a national webinar entitled, "How to Use Your Hidden Marketing Assets to Increase Sales, Customers, and Profitability." The seminar will be available to a database of 65,000 potential attendees. *Frank serves on the Board of Regents of Canisius College. He is the only authorized and licensed consultant in WNY for the Hidden Marketing Assets system.* **You will also be introduced to Meghan Stearns, the Director of Tourism and Marketing for Wyoming County. She will take time to explain the Matching Funds program through New York State and how you can utilize the Chamber to STRETCH your marketing dollars. Don't think of yourself as a "tourism" business? Find out how we can make you one.**

"Frank has a wealth of knowledge that is pertinent to any business. He'll give you the marketing wake-up call that both you and your business need. If you attend any seminar, it needs to be this one", stated Lindsay Eddy of Byrnclyff Resort & Conference Center.



Frank Swiatek, Seminar Leader

NAME: _____ PHONE: _____

BUSINESS: _____

ADDRESS: _____

E-MAIL: _____

SEMINAR FEE: \$30pp/Includes Continental Breakfast

Check Enclosed

Please Invoice

To register on-line, go to www.wycochamber.org

Please return this form to:

Fax to: 585-237-0231

Phone: 585-237-0230

Wyoming County Chamber of Commerce

6470 Route 20A, Suite 6

Perry, NY 14530

Presented in conjunction with:

