



**Business and Industry Services &  
Washington/Beaufort County  
Chamber of Commerce**

*PRESENT*

## **RELATIONSHIPS TO RESULTS: TEN FUNDAMENTALS TO THE NETWORKING PAYOFF**

**WITH**

*Brian Kennedy*

BRIAN KENNEDY IS AN ENTERTAINING AND THOUGHT PROVOKING SPEAKER WHO HAS BEEN IN SALES AND MARKETING MOST OF HIS CAREER. AT AMERICAN GREETINGS CORPORATION HE WAS RESPONSIBLE FOR GENERATING SALES AND MARKETING PROGRAMS TO BRING CONSUMERS TO THE STORE, BUY OUR PRODUCTS, AND PUT CASH THROUGH THE REGISTER. BRIAN'S SUCCESS WAS TIED TO REACHING AN AUDIENCE AND GROWING RELATIONSHIPS; AND PUT THOSE LESSONS TO THE TEST IN COMPETITIVE SITUATIONS AGAINST THE BEST KNOWN NAME IN THE INDUSTRY. AS A TURNAROUND SPECIALIST HE SAW THINGS NO ENTREPRENEUR OR SMALL BUSINESS PERSON SHOULD EVER HAVE DONE. AS AN ENTREPRENEUR HIMSELF HE UTILIZES THE THOUGHT PROCESSES OF YEARS OF EXPERIENCE AND COACHING TO IDENTIFY DIRECTIONS A BUSINESS SHOULD TAKE TO ACHIEVE THE GOALS ESTABLISHED.

**DURING THIS PROGRAM WE PUT MARKETING PROGRAMS INTO PERSPECTIVE AND DISCUSS WHY DEVELOPING MUTUALLY BENEFICIAL KNOW, LIKE, AND TRUST RELATIONSHIPS ARE SO IMPORTANT TO EVERYONE, WHETHER STARTING A NEW BUSINESS, GROWING A BUSINESS, OR EVEN LOOKING FOR A NEW CAREER. SMALL BUSINESS OWNERS EVERYWHERE ARE LOOKING FOR PROGRAMS THAT WILL HELP THEM...**

- INCREASE SALES,
- SHORTEN THE SALES CYCLE,
- INCREASE THE CLOSE RATE,
- REDUCE THE COST OF CUSTOMER ACQUISITION,
- INCREASE CUSTOMER RETENTION, AND
- CONVERT CUSTOMERS INTO SALES ADVOCATES.

**TUESDAY, SEPTEMBER 16<sup>TH</sup>, 2014  
6:00 PM – 9:00 PM  
BCCC, BUILDING 8, ROOM 828**

**FREE to attend!**

To pre-register call  
940-6375 or email  
[EvaP@beaufortccc.edu](mailto:EvaP@beaufortccc.edu).

*Call 252-940-6375 to pre-register.*



**BEAUFORT COUNTY COMMUNITY COLLEGE**

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