



The Bi-National Sustainability Laboratory, The Small Business Development Center and The Small Business Administration

proudly present their

Webinar 3 of the “2010 Empower your Business Webinars Series”

Effective Marketing and Sales

Dr. Alberto Correa. Visiting Professor of Entrepreneurship. University of Texas at El Paso

The business success is based on effectively attracting, serving and retaining customers for its product/service offerings. Join us at this third webinar of the educational series designed for creating effective marketing and sales strategies based on solid information and your competitive advantages

June 24, 2010

1:00 to 4:00 p. m. (Mountain Standard Time)

Important note: last day for registration is Tuesday, June 22

PROGRAM

1:00 – 1:05	Welcoming remarks - Dr. Paul Maxwell. President & CEO, The Bi-National Sustainability Laboratory
1:05 – 1:50	Session one: The importance of the market analysis: the offer and the demand
1:50 – 2:35	Session two: Identifying your competitive advantages and designing the marketing strategy
2:35 – 2:45	Questions and Answers
2:45 – 3:00	Break
3:00 – 3:45	Session three: Designing the sales strategy
3:45 – 3:55	Questions and Answers
3:55 – 4:00	Final remarks. Adjourn.

You can participate in this event either via the internet or in person at:

El Paso Community College, Administrative Services Center, 9050 Viscount Boulevard, Building B, B520

To view details and costs please visit: www.bnsl.org; <http://www.elpasosbdc.biz> (under special events)

To register please go: http://www.elpasosbdc.biz/event_detail.sstg?id=143 ; Cost: \$30.00

SPONSORS

- US Department of Commerce – EDA
- US Small Business Administration
- EL Paso Small Business Development Center
- El Paso Community College

“We are delighted we chose to attend the BNSL webinar entitled “Developing Business Plans that Work”. The webinar met many of our expectations and we learned something we could use in our own business plan. MKey Technologies highly recommends this seminar series for startup as well as more seasoned companies.”

---Young Yee, President, MKey Technologies. Santa Teresa, New Mexico

“Dr. Alberto Correa has developed one of the most comprehensive presentations to guide you through understanding your business planning process. This webinar has helped us immensely by breaking down business planning into discrete parts and then providing an easy to understand explanation for each section. We at Global Enterprises fully support such an excellent work.”

--- Alan Lerchbacker, President and CEO, Global Enterprises. Bernelli University. The Czech Republic

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