

2022 Is the Year to Improve Your Customer's Experience

(And increased revenue will ultimately follow!)

July 26th

How to Make Networking About Your Prospect and Not You with *Lorry Rifkin*

Is it scary to walk up to someone that you don't know and introduce yourself? In my discussion with Lorry, we will share with you some of the tips that we have discovered throughout the years of making mistakes to help you improve your networking abilities!

August 30th

How to Tell a Story that will Sell with *Lisa Raebel*

Marketing is storytelling. Marketing Strategist, Lisa Raebel, will help us learn how to share with our audience *why* we do what we do and *how* we help them solve their problems. Why not dust off your marketing message and come for a tune-up?

September 28th (last Wednesday)

How to Improve Your Business Development Skills with *Tom Casanova*

How well is the business development side of your business doing? Come and learn from Tom Casanova as he details how he successfully can find opportunities when other people don't see them. Ever see those optical illusions? Some see a young lady and some see an older lady. Tom will see them both and help you with your blind spots. This is one that you won't want to miss!

October 25th

How to Sell More with LinkedIn with *Wayne Breitbarth*

When is the last time you reviewed your LinkedIn profile? From the perspective of a buyer, potential buyer or possible new team member, Wayne Breitbarth will give you a look behind the LinkedIn curtain so you can see how your profile compares to others, even your competitors! If you think LinkedIn is a fad, then no need to come to this one!

December 13th (2nd Tuesday)

How To Use Marketing As A Weapon with *Adam Albrecht*

Do you believe that business is war? Are you winning the war of business? If not, then come and hang out with Adam Albrecht as he helps us out-think our competition. He will help you think about your advertising in a new and fresh way! In his words, "The most powerful weapon on earth is the human mind." Why not start 2023 with a fresh look into your marketing arsenal?

EVENT INFO

11:45 AM - Noon Check-in and Networking **Noon - 1:00 PM** Program / Lunch

To reserve a seat, please contact Dana at dana@positivepolarity.com

Complimentary session on the last Tuesday of the month (except as noted).

