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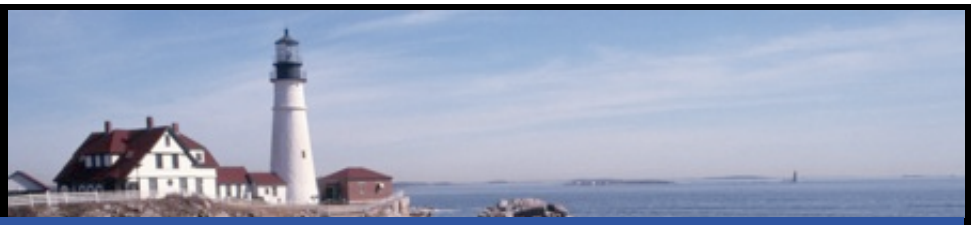

Bringing effective insight to your organization SM

Open Line

Guest,

Welcome to:

Market Planning - Stay Ahead or Be Left Behind

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Paul David Walker
CEO, Turiya Leadership Consulting
Author of Unleashing Genious

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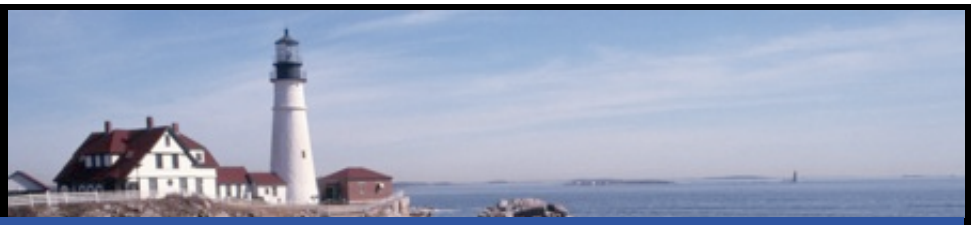

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Market Planning - Stay Ahead or Be Left Behind

Speed

Target Marketing

Execution

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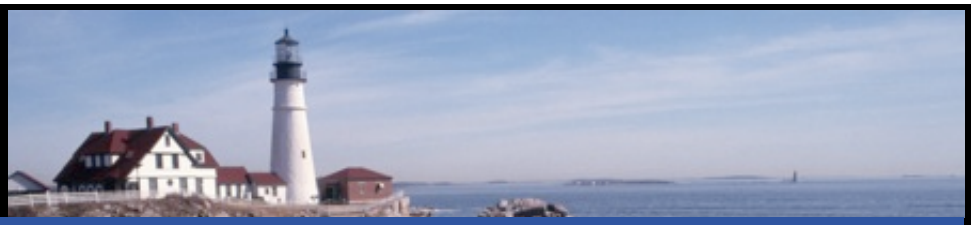

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Open Line

Need For Speed

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

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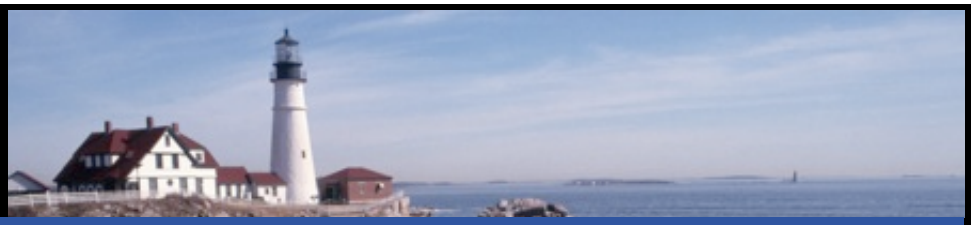

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Open Line

Need For Insight

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

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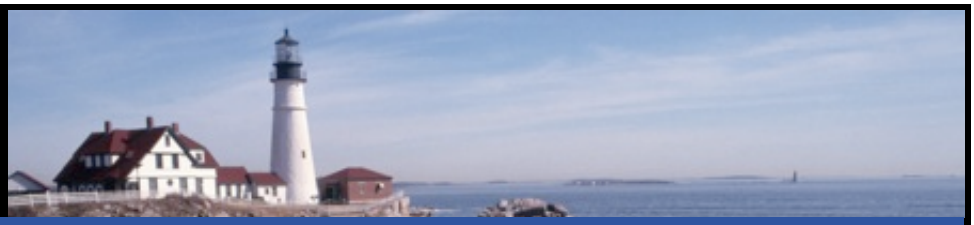

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Open Line

Optimization Comes First

- Create a lean organization
- Develop high level of QC
- Waste nothing

4

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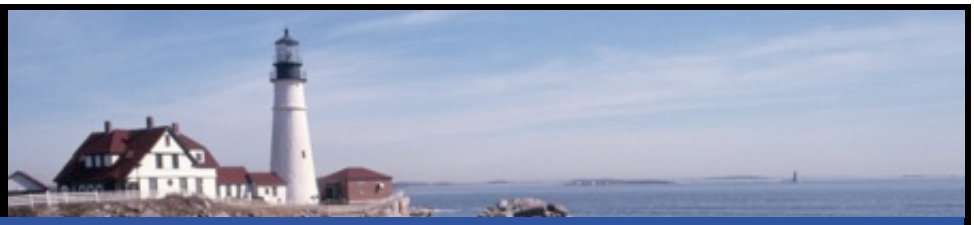

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Open Line

Align Company For Speed

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

5

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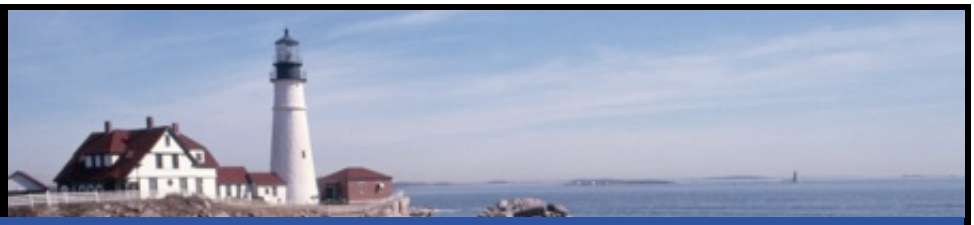

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Open Line

Position Yourself as the Answer

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

6

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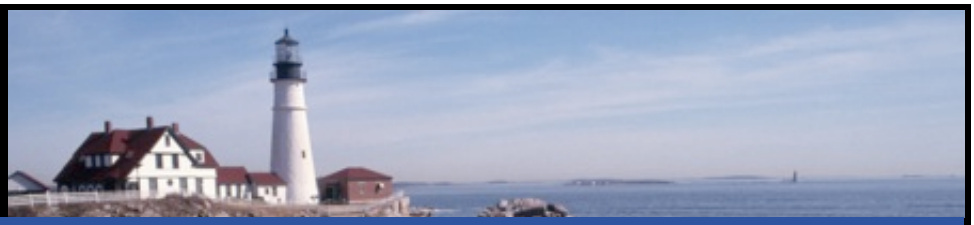

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Open Line

Target Marketing

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

7

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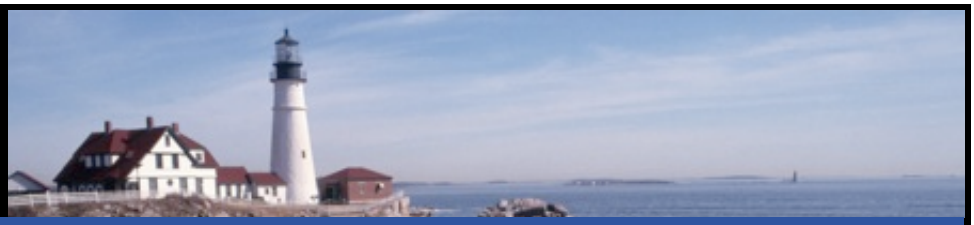

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Open Line

Find Business Partners

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

8

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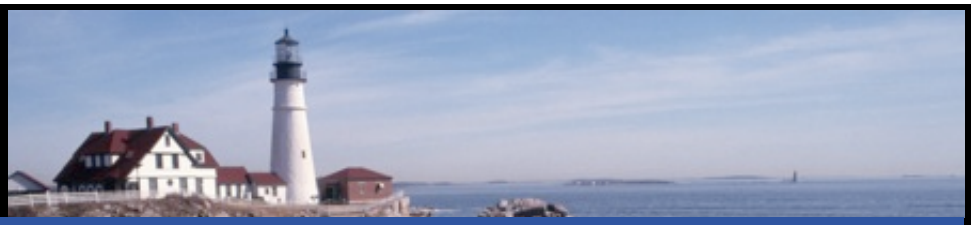

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Open Line

The Answer Keeps Changing

- Target and change
- Continue to research
- Fine tune your target

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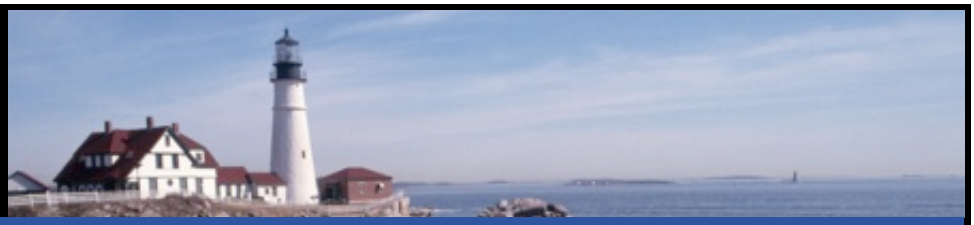

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Open Line

Execute The Plan

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

10

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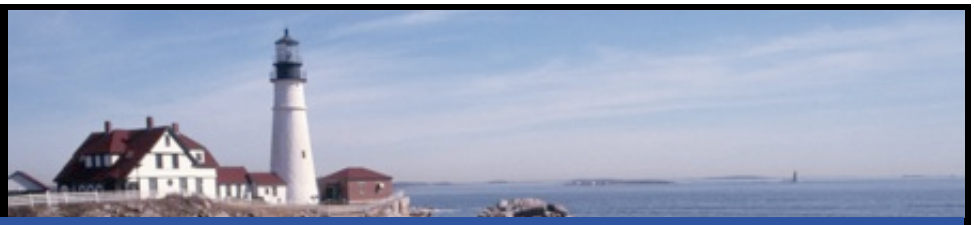

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