

**Business Seminar and Workshop Series:**  
***How to Attract More Qualified Leads Through Improving Your Marketing Skills***  
**Read More Below!**



Successful marketing is the key to attracting more qualified leads to your business. More qualified leads means more productive sales meetings and less time wasted which all translates into higher profits. However, successful marketing takes hard work.

- It requires in-depth understanding of your target market and their needs;
- It also requires your company's unique benefits and an ability to promote those to your target customers;
- You need to identify your target market and communicate in a way that resonates well with them, with clear and concise messages;
- You also need to convince them that you can eliminate their business challenges (or increase their pleasure) and have them believe that you can do the job.

*"A greater insight on how to fine tune my message"* **Rachel G.**

*"Very organized and thoughtful"* **Maura T.**

*"Inspiration, ideas to make a plan"* **Betsy H.**

**This event can be tailored to fit your requirements. As an example it can be a twenty-minute presentation used to stimulate thoughts in your organization or up to a half-day workshop.**  
***CALL now to book Bernhard for your next meeting!***



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*"Making Good Businesses Better"*