



31 RED HOT SALES & MARKETING IDEAS FOR REMODELERS!

Presented by:



5:00 p.m. Roundtable -
New Member Orientation

5:45 p.m. Networking/Hors
D'oeuvres/Cocktails

6:30 p.m. Dinner/Program

Presented by:

Lori Gertz, Freakin' Genius Marketing
Peter "the Printer" Lineal, Plum Grove Printers

Tuesday, September 8, 2009

Holiday Inn, 1000 Busse Rd., Elk Grove Village

Peppery Hot Ideas you need for sales and business survival in an extremely tough economy

Isn't business awful? What are you going to do different and better to survive in these tough sales times? You need some red-hot ideas alright! You need novel approaches to get you and your staff motivated and closing new business and this fast paced seminar will give you 31 great ideas to put in place at a rapid fire pace. Being fired-up with enthusiasm isn't always enough, especially in these tough times. Attitude is vital – but

will not ensure success. You need to do something different! Now!

In this high-speed session you will get 31 unique ideas from two sales and marketing professionals on everything from maximizing your marketing dollars, to guerilla marketing across the full range of marketing concepts from price points to branding, from distribution strategies, to event marketing, and electronic and print advertising.

This session is for EVERYONE who is in the remodeling business. Everyone including salespeople, business owners, marketing executives, and anyone feeling the pain of our nasty economy who is not willing to sit back and let the "whole lotta awful" win.

Your presenters are real people running real, successful businesses -- including landing over 40 new clients to date in 2009. Lori Gertz is Managing Partner of Freakin' Genius Marketing – a sassy new division of Plum Grove Printers. She has been helping clients in consulting and sales for over 25 years. Peter "the Printer" Lineal is founder of Plum Grove Printers, Inc. – a print, mail and design firm with a staff of over 35 and a top 100 Business Printer located in Hoffman Estates. He is also the CEO of Natural Golf – a golf instruction/club company.

We hope you can join us. Come with questions and challenges!

Company Name: _____ TOTAL # of People Attending: _____

NARIGG Members
<p>Members with Reservation: 1st person is FREE! Additional people \$30 each TOTAL: \$ _____</p>

Non-MEMBERS:
<p>Non-Members with Reservation: \$40 each TOTAL: \$ _____</p>

Walk-in cost is \$45 for both members and non-members

Payment: Check Visa MasterCard AmEx

Credit Card # _____ Exp. Date _____

Authorized CC Signature: _____

Complete form and fax back to 847-388-4800 (no cover necessary),
or call 847-298-6212 to make reservation.

CANCELLATION POLICY:

*****Reservations made and not cancelled by NOON on Friday prior to the meeting will be charged/billed.*****