

Sales & Marketing Trends That Will Drive Revenues in 2012 and Beyond

A Quicker! Better! Wiser! Presentation By

Gene Marks

Columnist For

Forbes Philadelphia
The New York Times

THE HUFFINGTON POST

SOCIAL MEDIA.

BUILDING COMMUNITIES.

CUSTOMER RELATIONSHIP MANAGEMENT.

These are only a few of the major trends that are having a significant impact on how we do business, generate leads, sell and service our customers.

We're looking at much change ahead. 2012 will bring big changes in the way we do business and how we drive revenues. What decisions should you be making now that will increase revenues and value in the future?

It's not just Google, Microsoft and Apple who are leading the wave. It's FaceBook, LinkedIn, Twitter. It's about the right kind of e-mail marketing. Using video to connect to your prospects. Taking advantage of new voice, chat and text tools to generate leads. Using mobile tools for search, payment and relationship building. And a few tried and true sales processes that never go away.

And of course there's the explosive growth of cloud based technologies, lead by Customer Relationship Management. How are you touching your customers? Your prospects? How are you making sure nothing falls through the cracks? What workflows have you created to make sure customers never leave? How are smart executives leveraging the latest services, applications, devices and processes to maximize their revenues?

Join Gene Marks a national expert on sales, marketing and customer relationship management as he explains what will impact your business in the next few years.

New York Times, Forbes, The Huffington Post and Philadelphia Magazine columnist Gene Marks writes weekly on sales, marketing and customer relationship management issues that affect the business community. Gene is also the author of five best selling management books, the most recent being "In God We Trust, Everyone Else Pays Cash — Simple Lessons From Smart Business People." Gene appears frequently on Fox29- Philadelphia, Fox Business, Fox News, MSNBC and CNBC. He speaks across the country on sales, marketing and management trends and issues. Gene's ten person company, the Marks Group PC was established in 1995 and currently provides customer relationship management technology and consulting services to over 500 companies across the country and dozens of Fortune 1000 firms. Prior to starting The Marks Group PC, Gene was a senior manager at the international consulting firm KPMG..

An entertaining and thought provoking session on the latest tools, trends, technologies and processes that sales and marketing leaders are using to drive revenues in 2012 and beyond including:

- What industries and markets will grow the most over the next five years;
- How social media and cultural influences are changing customers behavior;
- Which Customer Relationship Management systems are the best and how to use them effectively to increase revenues and service opportunities;
- Which mobile devices and technologies are creating revenues and connecting businesses to their customers;
- Which e-mail marketing tools are most effective and what best practices are maximizing open, read and response rates;
- What new tools, such as video, text and chat are creating revenue opportunities;
- Key workflows that result in more income for businesses through automation and reminders.

WHO SHOULD ATTEND?

- Managing Partners
- Senior Executives Managers
- Business Owners

To book Gene for your keynote or breakout session contact:

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To see Gene in Action visit:

www.quickerbetterwiser.com

GENE MARKS

Quicker! Better! Wiser!

Gene Marks is a columnist, author, and small business owner.

Gene's weekly columns and blogs for The New York Times, Forbes, The Huffington Post and Philadelphia Magazine are read by millions of small and medium sized business owners around the country.

Gene has written five books on business management, specifically geared towards small and medium sized companies. His most recent is *In God We Trust, All Others Pay Cash — Simple Lessons from Smart Business People* (Create Space, 2010). Gene has also written the #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media, 2006), *The Small Business Desk Reference* (Alpha Books, 2004), *Outfoxing The Small Business Owner — Crafty Techniques for Creating a Profitable Relationship* (Adams Media, 2005) and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Nationally, Gene frequently appears on FOX Business, FOX News and CNBC discussing matters affecting the business community. Gene also appears quarterly on MSNBC's "Your Business" program and frequently on various TV outlets in the Philadelphia area. In addition, Gene has appeared as a guest on numerous radio talk shows including The Sean Hannity Radio Show, authored dozens of articles for many publications and has been quoted frequently in the national media, including *The New York Times*, *USA Today*, *The Chicago Tribune* and *Business Week*. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps business owners, executives and managers understand the latest sales, marketing and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides customer relationship management technology and consulting services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 500 companies and thousands of individuals throughout the country.

Prior to starting The Marks Group PC, Gene spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.



QUICK FACTS ABOUT GENE MARKS

- New York Times Columnist and Blogger
- Forbes Columnist
- The Huffington Post Columnist
- Philadelphia Magazine Columnist
- Author of 5 Best Selling Books
- Frequent guest on MSNBC, Fox Business, Fox News and CNBC
- Owner of The Marks Group PC
- Board Member of the National Speaker's Association
- Frequent Presenter at business conferences and events

SELECT CLIENTS

- Intuit Corporation
- Citrix Online
- Wells Fargo
- Bank of America
- Sam's Club
- Symantec Corporation
- Kodak Corporation

RECENT MEDIA

- "This Week in Small Business: Lessons in Negotiating"
— *The New York Times*
- "Bazinga! 5 Ways Washington Can Screw Up My Small Business In 2012"
— *The Huffington Post*
- "Small Business Tech Predictions for 2012"
— *Forbes*

TESTIMONIALS

"Gene, You set a terrific tone for the entire meeting with your presentation. Thank you for the insights and material, and especially for all the resources you cited as people took furious notes. It was a pleasure getting to know you a bit and I look forward to hearing you again."

—Henry Chamberlain, APR, CAE, President & COO, BOMA International

"Dear Gene, Thank you for an outstanding presentation during our convention! Our attendees reported they thoroughly enjoyed and gained significant insight of relevance to their business. The myriad of topics you covered were right on target for their concerns and interests. On behalf of all IWPA members, I want to thank you again for your memorable presentation. Best Regards, Brent."

—Brent McClendon, Executive VP
International Wood Products Association

"Gene expertly translated today's economic and business trends into every day language and applications that helped our members answer the question, "So what does this mean for me?" It was a pleasure to work with someone who showed a genuine interest in our group and in making sure his presentation was informative, relevant, and delivered with a generous dose of humor. He said his goal was to make sure every person in our group left with at least one new idea to help make their business more profitable in the coming year — and he more than delivered. I was stopped over and over again by attendees who said, "What a great speaker!"

—Betsy McGill, Executive Director
Florida Sod Growers Cooperative

Gene's advice gives business owners new opportunities so they can find success in the future.

—Justin Kitch, Chief Growth Officer
Intuit Corporation