



Proudly Presents  
"Turning Leads Into Sales"  
Complimentary Exhibitor Workshop

**When:** Tuesday October 20th, 2009 @ 8:30 a.m.- 9:30 a.m. (before show floor opens)

**Where:** Presentation Theatre (located in the entrance of Exhibit Hall outside Hall B).

**Who's Invited:** All Exhibiting Companies at The Canadian Manufacturing Technology Show

**Why Attend:** This complimentary workshop is a forum for **Senior Sales & Marketing Management** looking to improve sales from the leads they generate.

**Format:** Open, public forum for all to share ideas and thoughts.

- Topics:** 5 Keys for Turning Leads Into Sales:
- How to generate leads of high quality
  - How a consistent process will give you consistent results
  - How a long-term follow up plan will turn leads into sales over time
  - Who handles the leads, how and when can impact your results
  - How a strong tracking plan will give you clarity & measurability

**Speaker:** Over the past 12 years, **Darren Rabie, President, Focus America** has helped many industrial & technology corporations more effectively generate, manage, maximize & track opportunities within the sales cycle.

**TO REGISTER**  
Fax this form to 416-489-5949  
OR e-mail your confirmation to [info@focus-america.com](mailto:info@focus-america.com)

Company \_\_\_\_\_

Name _____	Title _____	Email _____
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