

If your mandate is to build a strong relationship with the SME audience read on...

## Give the Gift of Marketing Knowledge and Immediately Impact Their Business

Today, more than ever, 'Marketing Education' has become a key requirement for driving sales and building a successful business. You have thousands of SME (small and medium-sized enterprises) as Members, Customers, Prospects or Channel Partners. They come in the form of Dealers, VARs, Franchisees, Sales Agents and End Users. Titles range from President and Owner to VP or Manager of - Sales, Marketing, and Business Development.

In these competitive times they all share a common desire to upgrade their marketing skills. Your own frontline Business Development staff may face the same marketing challenges.

### INTRODUCING ERIC GILBOORD

Consider a powerful gift that keeps on giving. Positively impact their lives immediately. Help your customers and channel partners build their businesses with...Eric Gilboord and his 'Just Tell Me What to Do – Easy Marketing Tips for Small Business'.

It is our pleasure to work with organizations like yours, to jointly promote or sponsor Eric's live marketing workshops, seminars, conference keynotes, and custom presentations. Content is also available in all media including printed material, electronic and audio/video formats. Material comes from his book 'Just Tell Me What To Do - Easy Marketing Tips For Small Business' and new material can be created to address specific Client direction.



He appeals to and adjusts his content to recognize Client internal staff needs, and two levels of external audiences; those with larger SME businesses and the smaller less established SOHO business.

*“Eric has a way of simplifying complex marketing ideas for anyone to understand.”*

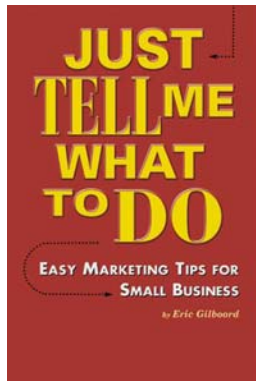
Peter Merrick, Speaker Coordinator

Eric's presentation style has been described as, soft and conversational, with audiences finding him sincere and easy to listen to. They consider him believable, speaking from the heart while maintaining an eye-to-eye connection. His stories are easy to relate to as he often uses an audience members' actual business challenge to reinforce a point in real time.

Often asked what is different about his content or presentations. The answer is he takes complex marketing ideas and expresses them in a simple, easy to understand way so anyone can apply the powerful marketing tips right away and impact their business/job immediately. Relevant information delivered in a comfortable fashion for immediate application and results. Eric knows how to get an audience excited. His presentations become motivational when he demonstrates the potential every business has to grow dramatically and every audience member has to succeed.

He can be hired as a guest speaker and serve as a draw to a public event, conference, opening or private engagement. His services are available for a single occasion or series of activities throughout North America and internationally.

**Eric Gilboord**  
**Speaker, Columnist, Author for the SME Audience**



- Combine a bulk order of Eric's book with live presentations.
- Brand the books with your company logo and promotional message.
- Integrate your products and promotional message into the customer presentation.
- Incorporate your approved marketing methods in the presentation to sales channel partners.

#### SALES CHANNEL IMPACT

His live business development presentations can be further enhanced thru customization. Eric will work with you to develop a local or national program that will integrate your corporate culture and educate the sales channel in your approved, proven methods for sourcing leads, presenting your products and services, building relationships and landing sales. The result is a better understanding of your marketing programs and an appreciation for how they fit within the world of business development; a presentation method resulting in an enhanced desire by Channel Partners and staff to participate in your program.

If desired and deemed appropriate for your staff and or sales channel, he can incorporate his years of experience, insights and knowledge of the Small Business market into any presentation. If you want your staff and or sales channel to learn how to FIND Small Businesses, APPROACH Small Businesses, SELL to Small Business and DEVELOP LONG TERM RELATIONSHIPS with Small Businesses, just ask.

*“According to our attendee questionnaires Eric’s session was rated number one in all categories including best presentation and most useful session.”*

East Coast Marketing Conference, Marketeast  
Jon Denman, C.D.E., Denex Group Inc.



#### CUSTOMER IMPACT

Eric can integrate your promotional message into a program and influence the purchase of your products and services by an End User. Through Eric's participation the audience will see all material being presented by a credible, outside 'Marketing' resource. In our experience, customer education can make or break a sale.

Bulk ordering of Eric's Books, CDs, Videos, Newsletters and Posters are available as well as the opportunity to utilize his content on your website. Content can be formatted in many ways. As with a live event, we can build in your marketing program or promotional message right into the printed, electronic or audio/video format you select and brand the finished materials with your logo.

Clients are enjoying the business building rewards that come from providing value added to their Partners, Customers and Prospects. 'Marketing Education' and insights, are a welcome alternative to traditional gifts and incentives. Think of it as a twist on the free coffee mug, golf shirt or lunch. Offer your customers a gift that will positively impact their livelihood immediately.

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**NEXT STEPS**

Please visit Eric's website at [www.EricGilboord.com](http://www.EricGilboord.com) where you will find additional information on Eric and his presentations. Alternatively, custom presentations can be developed to suit your individual needs.

I will follow up with you shortly.

Regards,  
Linda Tenenbaum for Eric Gilboord  
416-686-2466  
[lindasoho@gmail.com](mailto:lindasoho@gmail.com)

**A Unique Gift or Incentive for  
Your Members, Customers or  
Sales Distribution Channel**

**Call Now 416-686-2466**

**Eric's Email** [www.eric@ericgilboord.com](mailto:www.eric@ericgilboord.com)

**Eric's Blog** [www.EricGilboord.blogspot.com](http://www.EricGilboord.blogspot.com)

**Eric's Website** [www.EricGilboord.com](http://www.EricGilboord.com)



## Ready To Double Your Business?

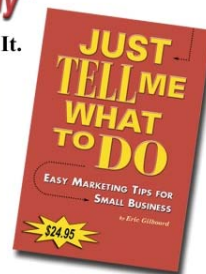
Referred to as the "King Of The Top Ten" and the "Master Of The Bullet Point" Eric's new book is filled with practical marketing and sales tips designed to have an immediate impact on your bottom-line. Easy-to-read and understand, this book contains small business cases and many valuable checklists.

### "Impact Your Bottom-Line Immediately"

Learn What To Do, When To Do It, and How To Do It.



- ✓ 20% of your effort delivers 80% of the results.
- ✓ 13 tips for outstanding customer service.
- ✓ Compete with large businesses and win.
- ✓ 5 ways to ensure prospects will buy from you.
- ✓ Are you marketing right and selling wrong?
- ✓ 5 steps for developing a marketing plan.
- ✓ And much more...



A must-have for small to medium-size business owners who want fast, easy, and effective marketing solutions. Eric Gilboord, President of Bizness Central Inc., is a popular speaker, columnist, and author of many articles and books on marketing your small to medium-sized business.

**Order his book now! Or hire Eric for your next corporate function.**

**JUST TELL ME WHAT TO DO - Easy Marketing Tips For Small Business \$24.95 ea.**

**[www.ericgilboord.com](http://www.ericgilboord.com)**