

BUSINESS DEVELOPMENT AND MARKETING PRESENTATIONS



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Lindsay L. Young has been in marketing and business development in the building industry for over ten years. She has experience with small and medium sized firms and starting marketing departments from the ground up. Her knowledge includes strategic and marketing plans, trade show implementation, customer and employee event planning, brand perception surveys, proposals, presentations, social media presence, customer relationship management systems, and project management of branding and website redevelopment. She is currently Chief Difference Maker at nu marketing, a strategic marketing consulting company Lindsay started to help businesses increase their profits and build their business.

NETWORKING 101—LEARN TO NETWORK LIKE A ROCK STAR

Are you a Rock Star Networker? Do you dread going to networking events? Don't worry, you don't have to be Cher! Networking can be challenging to some and natural to others. Come learn from a Rock Star Networker the steps to effectively network and build long lasting relationships with people. Learn tips on networking and questions to ask during a networking event. You'll learn how you can bring more business to your firm.

BUSINESS DEVELOPMENT HAPPENS EVERYWHERE

Do you know how to utilize your network and make connections with customers and prospects? Learn some of the questions you can ask and how to be prepared to make those connections. You will also learn about how everyone in your company can participate in business development. We will go through the steps to a successful business development plan.

TUNE UP YOUR CUSTOMER SERVICE SKILLS

As professional services firms, we are in the business of providing great customer service. It's not just for the retail industry. Customer service, when intentional and genuine, sets you apart from your competitors and builds long term relationships and clients. Learn how to fine tune your customer service skills in 10 easy steps.



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STRATEGICALLY SAIL YOUR SHIP

When a fleet of ships sets out across the ocean, the captain commands and manages its safe and efficient operations including all the ship's personnel, cargo, and navigation. He/she has a route, carries it out, holds himself and the crew to the standards, and then is rewarded for a safe arrival and repeated business. Strategy for your business is no different. You must have a plan, implement it, be held accountable, and then celebrate those achieved goals. Come learn why strategic planning is important and how to implement it.

ALL HANDS ON DECK-HOW TO UTILZE LINKED IN TO GROW YOUR BUSIINESS

What is LinkedIn? How is it used? How will it benefit us as a company and you as a team member? We will discuss best practices and formatting. This LinkedIn presentation is customized for someone already set up with a profile and has used LinkedIn to some degree. (An individual profile must be set up prior to this workshop.) Attendees will learn the benefits and "how to's" of utilizing LinkedIn, How to use LinkedIn as a sales and business development tool, hear success stories of how LinkedIn has created business, and what content should you share with your connections.

EFFECTIVE COMMUNICATION THROUGH EMAIL

Learn how to properly communicate your message through email by clearly communicating your message. With efficient written communication, you can easily give and receive information that will help facilitate your job. There is power in written communication, so come hear how to communicate powerful, direct email with your supervisor, co-workers, vendors, suppliers, and others you regularly email. Attendees will learn some tips and tricks to effectively communicating through email.

DON'T JUST SHOW UP BUT MAXIMIZE YOUR INVESTMENT AT TRADE SHOWS

Learn what to look for when selecting the trade shows you will exhibit.

The steps to take BEFORE you arrive at the trade show.

When you get to the trade show, learn how to maximize your time with customers and prospects.

Learn how to capture information about your customers and prospects during the trade show.

10 Tips and Tricks for Trade Shows.

316-680-3097



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GROW YOUR BUSINESS THROUGH MARKETING

Do you struggle with your marketing plan? Do you struggle with where to start your marketing plan? Lindsay will talk you through a simple marketing plan for your company.

You will learn:

The information to include in your marketing plan

Low cost marketing ideas

Implementing these ideas

Taking your marketing to the next level

ORGANIZING YOUR CRAZY AEC LIFE

This isn't a presentation on work/life balance, but it's about managing your work life and your day-to-day tasks and duties. You have a lot on your plate and trying to manage it all can be difficult. You will be able to apply these concepts to your personal life too. We will discuss how to manage your supervisor, which will help you with time and tasks. Setting up expectations in the beginning is crucial. You also must set boundaries, so there is a clear understanding of what needs to be done vs. what can wait to be done.

Prioritize Your To-Do-List every morning, so you know what you have to get done. You need to create multiple lists whether written down or digitally. Create your own personalized system that works for you. If the system doesn't work for you, then you will not use it. We'll talk about a few different resources and tools you can use to keep track and manage your work.

RECRUIT, RETAIN AND ENGAGE A TALENTED WORKFORCE

Learn the importance of company culture in recruitment and retention practices and how to make positive changes through branding and internal marketing campaigns. Attendees will learn successful employee engagement techniques that have developed employees into companies' best recruiting instruments. Whether your recruitment focus is baby boomers, millennials or somewhere in between, you'll learn how to create a culture that attracts the best talent and fosters long-term commitment.

