

SPECIAL OFFER!



inventors
new market development
entrepreneurs
fast-growing business
innovation. line expansion
SALES
strategic partnerships
new business
MARKETING

POWER CONSULTING SESSIONS AVAILABLE!

Are you facing new business challenges? Is your marketing stagnant? Is your sales team underperforming? Do you need help with prospecting? Perhaps you just don't know where to go next to take your product or business to the next level....

Bill McHenry, Founder and President of Entrepreneur Sales & Marketing, will be offering one-to-one meetings to discuss your business goals and provide insight and advice on how to overcome the business challenges you may be facing. You will gain fresh perspectives and ideas, sales and marketing expertise, and directives on how to avoid further challenges, roadblocks and unnecessary costs as you work to build your business. In addition, Bill offers a question and answer session for groups of 10 or more. Join the group to benefit from hearing answers to everyone's questions! These question and answer sessions provide vital information to aid your business, save time to market, and avoid costly mistakes. The group meetings spark ideas and explore challenges faced by others, allowing participants to benefit from the diversity of the groups and the challenges they have also faced and overcome.



INDIVIDUAL 1:1 CONSULTING

***See reverse for additional details**

Thursday, July 9th
50 minute sessions available: 9 am - 5 pm
\$115.00 per session

GROUP SESSIONS

***Minimum attendance of 10 people required**

Thursday, July 9th ; 7 PM
Question and answer session
\$30.00 per person

HURRY! SLOTS FILL UP FAST!

To sign up, please email bmchenry@entrepreneursales.com

MARRIOTT WESTCHASE HOUSTON

Entrepreneur Sales & Marketing / Meeting Room
2900 Briarpark Dr.
Houston, Texas 77042 USA

Entrepreneur
Sales & Marketing

What are YOUR Business Challenges?

One-day only!

Power Consulting Slots now available with Bill McHenry

Fresh perspectives and expert advice can mean a world of difference for your product, service, or business as a whole. Through individual and group consulting sessions, Bill will deliver practical recommendations on how to bring improvements to your business.

Sign up today for a personalized consultation for your product, service, or business!

- Driving revenue growth through the sales function can mean the need to take a new approach, at times. Do you need an outsiders objective view and perspective?
- Are you introducing a new product or wanting to approach a market segment that is new to your business, but may not know where to turn first or determine the most potential?
- Do you have a sales function need right now that may not exist in the future, and you are not sure how to deal with it?
- Does your business need to expand it's sales organization, but you aren't sure the best direction to go?
- Is your existing sales force becoming too difficult to manage? Perhaps there is a need for further training of your sales organization. How will your sales people win more business when challenged by competitors?
- Have you positioned your sales efforts to capitalize on the fact that the best prospective customer is an existing customer?

Whatever challenges you are facing, you will benefit from a consultation that can cover any of the below topics, and more!

**Sales Force Development
Sales Force Management
Sales collateral and presentation development
Appropriate pricing structures
Customer Prospecting
Alternate channel development**

**Product Development
Product Planning
Marketing Programs
Customer Development
Brand Development
Strategic Partnerships**



William McHenry began his business career by pursuing a strong educational foundation through his studies at Alma College. Upon graduation with a degree in Business Administration, Bill continued to expand his knowledge base through specialized training in each of the crucial aspects of the business world as he built his professional career.



Bill has lent his talents to corporations such as Carnation, a division of the Nestle Corporation, 3M, North American Phillips, and Brach's Confection, having held upper executive positions in the sales and marketing sectors as well as business development. These broad experiences have provided him with diversified on-the-job training in multiple market segments including food service, retail, electronics, and corrections. Bill has achieved tremendous successes in his professional career, including sales to business giants such as Disney, Wal-Mart, Best Buy, and Marriott.

After a twenty year tenure in the corporate world, Bill decided to use his talent for business as a vehicle to pursue his passion to help other people. In 2003 he took a chance and launched a company of his own. Entrepreneur Sales and Marketin was designed with the specific purpose of aiding those with an entrepreneurial spirit as they build their dreams. Bill's unique and successful business plan provides entrepreneurs with individualized and cumulative services in areas of business development with an emphasis on sales and marketing. From developing monthly business plans to simply retooling existing marketing materials, Entrepreneur Sales and Marketing is ahead of the outsourcing curve, able to meet the business needs of new companies on a variety of levels. Thus, new ideas are able to make the leap from thoughts on paper to vital and thriving businesses. Bill's vast professional expertise in the realms of sales and marketing has helped to launch a number of exciting new products and companies from the Poultry Pal to the Vac-It, as well as aiding companies with up to 50 million dollards in sales with expanding their distribution into alternate channels. Bill is further seeking to expand his vision with the expansion of Widgeteer, Inc which will continue to focus exclusively on the promotion of kitchen gadgets and housewares to make life simpler for the modern consumer.

Bill has proven that an emphasis on building relationships is a key component to success in the business world. His desire to make a difference in the lives of others has inspired his partner companies, his staff, and conference audiences alike. These core values have made ESM the perfect place for building dreams.

**HURRY! SLOTS
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FAST!**

Entrepreneur Sales & Marketing LLC
PO Box 828: Crystal Lake, IL 60039
847.462.8938 | 800.881.8353 Toll Free | 847.462.8209 Fax
bmchenry@entrepreneursales.com
www.entrepreneursales.com

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Sales & Marketing**