

2017 REVENUE GROWTH STRATEGY FOR EQUIPMENT DISTRIBUTION COMPANIES

Hotel and Meeting Location:

THE MAYFLOWER HOTEL, AUTOGRAPH COLLECTION
1127 CONNECTICUT AVENUE NW
WASHINGTON DC 20036
TELEPHONE 202-347-3000

Day One October 11, 2016

TIME	
8:00 am	Breakfast
8:30 am-12:00 pm	Foundation for Successful Growth – meeting the challenge of staying profitable during growth
12:00 pm-1:00 pm	Lunch provided by Currie Management Consultants
1:00 pm-5:00 pm	Currie's Outlook – insights into the marketplace and the economy Scripting – enterprise value, equipment management. Aftermarket scripts Account Management Managing the Sales Force
5:00 pm	End Day One
6:30 pm	Group Dinner

Day Two October 12, 2016

TIME	
8:00 am	Breakfast
8:30 am-1:00 pm	Service and Parts Department Growth: second segment work, proactive parts selling Watching Your Liquidity Measures Internet Marketing Social Media Marketing
1:00 pm	Meeting close