

Apply leadership principles that inspire top line growth.

Reduce the risk of operational mistakes at your company via a strategic modeling process.

Lower the cost of sales and other middle line expenses with brand alignment tools.

2004 Revenue Growth Summit for Senior Business Executives

Half Day Program

I. **Top Line Growth**

Get your head in the right place. Lead Revenue Growth within your company. Stop issuing edicts before you understand the context. Learn from mistakes and examples of others.

II. **Customers Have Changed**

Shifting economics have shifted customer values. Whoever said, "It's not personal—it's just business." is wrong. Business is personal. To build your top line, learn to leverage human nature (of both your customers and employees).

III. **Tools to Bolster Your Strategic Direction**

Too much optimism or criticism can severely limit growth potential. Learn a new twist on the SWOT analysis. Engage three separate filters of operational excellence. Guide your company's revenue growth better—view it outside of your own interests and priorities.

IV. **Brand's Critical Relationship to Revenue Growth**

Brand is a promise—an expectation. Well-managed brands lower the cost of sales. Misaligned brands result in needless and costly conflict. Brand alignment delivers positive growth.

V. **Hold Marketing Accountable for Robust Sales**

Marketing—the oft-misunderstood growth tool for sales. You're competing on value—are you competing on values as well? Leave with short-term and long-term tools to build sales.

Facilitated discussions will occur between major topic segments.

The Revenue Growth Summit Staff

Robert McGarvey



Robert's professional career falls into two parts: working "on" business, and working "in" business. He has been a consultant to corporations and non-profits, a global market analyst, writer, lecturer, and since 1991, an Executive

Committee Member of the UK-based Economic Research Council. During Robert's years working "in" business, he led two companies to success—he co-founded and sold a high tech lighting firm, and he expanded the global operations of an international consulting and exploration firm serving the petroleum industry. With the Economic Research Council, McGarvey was co-architect of a study of 600 companies—how and why they journeyed to market leadership, and how and why many of them never fulfilled their potential. He has been a Principal in the Beckett firm for 6 years.

Gayle Turner



As a young man, Gayle took his love for business and theater and built the management team that would increase nation-wide distribution of children's theater (one of the toughest kinds of business to grow, let alone make

profitable) by 76% in its third year of existence. Under Turner's leadership, Richmond Theatre Company became the most prolific touring business in US history, delivering a record 1,487 annual performances. He then enhanced the growth of three advertising agencies while serving as new business development officer and president. In the 90s, Gayle codified many new business techniques, was a nation-wide lecturer on marketing and brand for Adweek Conferences, and has become a business development and management consultant to over 100 firms, from professional services to manufacturing and banking. He joined the Beckett firm as a Principal in 2002.

Sharon Beckett



With a background in market research and publicity, Sharon has guided the development of Beckett & Beckett into a strategic consulting firm with global reach. As senior consultant to scores of our clients, Sharon has authored

numerous research studies, manuals and trade articles on industry, supply chain, brand, and sales. She is co-architect of Beckett Sure-Track Products. Sharon has served as "CEO Coach" to leaders of firms with annual sales from several millions to hundreds of millions. She became a Principal in the Beckett firm in the 1980s.

R.S.V.P. Today!

Plan Now to Achieve Significant Revenue Growth in 2004.

Who Should Attend?

CEOs, Owners, Presidents, General Managers, and senior executives in business development, sales or marketing.

How To Register

Register Online: www.beckettadv.com

Register by Phone: ask for Kevin McLaughlin or David Zink at 1-800-336-8797.

Register by Fax: complete the form below and fax to 626-791-0579.

If paying by check, send check payable to: Beckett & Beckett, Inc., 1051 E. Altadena Drive, Altadena, CA 91001-2040

Registration if paid by October 22, 2003 (Includes light breakfast)

One person: \$479 *If you pay by or on October 22, you may bring a colleague from your company at no charge.

If paid after October 22, 2003 (Includes light breakfast) Per person: \$579

*Two people may attend for the price of one prior to Oct. 22. Beckett research reveals that two people will bring more of the seminars' value back to their company. We want to encourage this increased value, however class sizes are limited--so respond early!

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Indicate the venue and date that you prefer:

- Nov 4, 2003 Tues, 7:25 AM – noon Sheraton Universal City
- Nov 5, 2003 Wed, 7:25 AM – noon Beverly Hills Country Club
- Nov 6, 2003 Thurs, 7:25 AM – noon Pasadena Ritz Carlton Huntington Hotel

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