

MRC

7200A Windsor Drive Allentown, PA 18106 (610) 628-4640

Sales & Marketing in the Covid-19 Environment and Beyond



Presenters:

Ajay Joshi
Partner, Sales Operations
Bill Morrow, Manager Partner
Empirical Consulting Solutions, LLC
145 N. Narberth Ave. | Narberth, PA 19072
www.thinkempirical.com

Ajay Joshi brings 20+ years of sales and operations leadership experience in various industries to help clients thrive in challenging times. He helps organizations revitalize and reconfigure business processes using a "systems" approach to both drive decision making and build resilience. Ajay comes from a Fortune 50 and FTSE 100 background and worked in a variety of operations, sales, marketing, and technology senior leadership roles during his corporate career at Honeywell and Johnson Matthey.

Bill Morrow is Manager Partner at ECS and has spent over 20 years in Sales & Marketing leadership roles, managing lead generation and sales for FTSE 250 companies. He now provides manufacturing companies with high-level marketing strategy as well as ensuring chosen tactical elements are on track to aid a company meet its business objectives.

Webinar

November 11, 2020 | 12:00 PM - 1:00PM

Must register in advance for this meeting. Please click on link below: https://us02web.zoom.us/meeting/register/tZwrde6urD0iHd37itlO9F9a2cChD_WO2rBa After registering, you will receive a confirmation email containing how to join.

Customer interactions have changed considerably since the pandemic started. In the past, many manufacturers relied almost 100% on face-to-face and relationship-based sales. Now sales teams are struggling to retool their approach and trying to determine what to do with their sales teams who lack the skillset to communicate in a digital world.

Just because you cannot chat face-to-face with clients, it does not mean they are not buying. We know of many sectors who are buying more than ever. The key is finding them, engaging with them, building relationships with them and meeting their needs – this is where marketing steps in to bridge the gap.

We will discuss what successful businesses are doing today in the areas of lead generation, database marketing, and messaging to help influence buying decisions in an online world. We will also cover tools and processes that enable this digital transformation and arm attendees with actionable takeaways.

In this webinar, we will cover the following topics:

- Lead Generation: How to engage with potential customers given the new reality.
- Database Marketing: How to identify and target prospects effectively in an online world
- Content and Messaging: Creating and delivering a compelling message to reach your customers

Why you will want to attend: Like other areas of business, the world of Sales & Marketing has changed considerably. Many manufacturers impacted by the pandemic have seen a tremendous shift in the way they find and work with customers. Participants will leave with a better understanding of new tools and processes that can be employed in their businesses.

Target Audience: Business owners, CEOs, Sales and Marketing leaders

Cost: No cost, complimentary – This event is made possible thanks to funding assistance through the MEP National Emergency Assistance Program.

Register also online at www.mrcpa.org/events



MRC | 7200A Windsor Drive | Allentown, PA 18106 (610) 628-4640 | www.mrcpa.org