



DEVELOPING MARKETING OPPORTUNITIES

WHO SHOULD ATTEND?

This workshop is for SMBs who want to implement strategies to insure they have excellent business development activities to take advantage of market opportunities. Some critical positions that will benefit from this workshop include:

- Executives
- Managers
- Marketing reps
- Sales reps
- Procurement reps
- Buyers
- Customer Service reps

Manitoba Aerospace Inc.
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CONSULTING

REVIEW. REFOCUS. RECHARGE
YOUR BUSINESS PERFORMANCE.

ARE PRESENTING A SERIES ON

DEVELOPING MARKETING OPPORTUNITIES

November 6, 8, 13, 15, 27 2018

7:30 am to 12:00 pm

1000 Waverley, Room 103

DEVELOPING MARKETING OPPORTUNITIES



Manitoba Aerospace is pleased to provide a workshop series on how to refocus your business development efforts to successfully take advantage of market opportunities. You will learn how to improve your sales and business development approach so that you can confidently make the best sales “pitch”.

The Facilitator:

Tim Kist is a Certified Management Consultant (CMC) that runs his own practice, TK3 Consulting. Tim has nearly 15 years as a practicing consultant including time with PwC and Deloitte, in addition to 6 years leading his own firm. He also has over 20 years in senior sales, marketing and leadership roles in various industries. Tim has successfully led provincial and national product launches and managed sales teams across the country.

In the world of manufacturing or repair and overhaul, companies (and their buyers) have access to an abundance of information on potential suppliers. That begs the question - how can SMBs improve their business development activities in the ever-changing buyers’ market?

Tim Kist, CMC, will guide you through several strategies that you can then customize for your company. The overview of the program includes four training modules and the following key sections:

1. *November 6*
Introduction and Program Background
2. *November 8*
Know Your Customer
3. *November 13*
Determining a Fit
4. *November 15*
Prepare Your Pitch
5. *November 27:*
Deliver Your Pitch and Follow-up

Each day begins with light refreshments at 7:30, the session beginning at 8 AM and ending at noon.

Dates

November 6, 2018
November 8, 2018
November 13, 2018
November 15, 2018
November 27, 2018

5 ½ days from 7:30 am to
noon

Location

1000 Waverley St.
Winnipeg, MB R3T 0P3
Room 103

Registration Cost

\$750 per person

Withdrawals or Cancellations must be received by Manitoba Aerospace Inc. no later than 7 business days prior to the course date or company will be charged full course amount.

Registration

Go to bit.ly/MAI_DMO_V4

For more information, contact Heidi at habraham@mbaerospace.ca

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