

WINNING IN THE SILVER LINING ECONOMY



INCREASE YOUR SALES PROFITABLY

Winning in the Silver-Lining Economy will help you capture the opportunities that exist in the face of adversity.

Your seminar facilitator, Wayne Ens, has helped hundreds of businesses improve their bottom lines in the toughest of times. "It doesn't take a genius to increase sales" says Wayne, "You just cut your prices in half and sales will jump. The genius is in increasing your sales at a profit".

A former advertising agency president, Mr. Ens admits, "Advertising can't make a bad business a good business." But he also knows how to maximize your return on investment in advertising when your business fundamentals are good.

Wayne interviewed more than 300 successful locally-owned and operated businesses in preparation for this enlightening seminar. He will share his insights to their successes against the big box stores and on-line global competitors.

Participants will learn:

- The business basics litmus test.
- How to succeed without discounting.
- The roles of intrusive media versus passive media.
- The roles of new media and traditional media in the new economy
- The keys to unlocking advertising Return on Investment.
- The secret Share of Market formula.
- How your customers define 'value'.

We guarantee every one who attends this 4-hour workshop will capture a minimum of three good ideas they can use to grow their business. More than 30,000 business owners across North America have benefited from Wayne's ideas in the last 24 months.