

TOUCHPOINT TOOLKIT



JUNE 13 SALES CLUB MEETING & JUNE 13-14 SEMINAR SESSIONS

SALES CLUB MEETING

**TWO BONUS SEMINARS HELD
BEFORE + AFTER THE MEETING**

PANELISTS

Linda Wilder Cullen, Levi Strauss & Co.
Lauren Elliott, Wicked Good Print Production
Shad Smith, xpedx
Sid Merrill, DOME Printing

MODERATOR & PRESENTER

Leslie Groene, Groene Consulting

SEMINAR SESSIONS

Topic 1: How the Experts Earn Long-Term Accounts
Topic 2: Up-Selling: It Can Be Done!

**CHECK OUT THE COMPLETE DESCRIPTION AND
REGISTER AT VMA.BZ OR 1-800-659-3363.**

**VISUAL MEDIA
ALLIANCE**

*Visual Media Alliance
provides support for creative,
web-media, marketing, and
print businesses.*

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TOUCHPOINT TOOLKIT



SALES CLUB MEETING

Shaping our personal brands and company offerings through multiple channels of communication is key to forming valuable relationships. Join us as a panel of print sales professionals and print buyers address the following communication toolkit touchpoints: beating voice mail, answerable emails, resourceful social media, neighborhood visits and effective snail mail.

SEMINAR SESSIONS

TOPIC 1: How the Experts Earn Long-Term Accounts & **TOPIC 2:** Up-Selling: It Can Be Done!

SEMINAR SESSIONS

WED, JUNE 13

Topic 1 – 2:30-3:30PM

Topic 2 – 4:00-5:00PM

South Beach Harbor
Community Room at Pier 40A
San Francisco, CA

SALES CLUB MEETING

THUR, JUNE 13

5:30-8:00PM

South Beach Harbor
Community Room at Pier 40A
San Francisco, CA

SEMINAR SESSIONS

FRI, JUNE 14

Topic 1 – 8:30-9:30AM

Topic 2 – 10:00-11:00AM

AdMail Express
31640 Hayman St
Hayward, CA

Cost	Meeting	Add 1 Seminar	Add 2 Seminars
Member	\$25	\$50	\$60
Non-Member	\$50	\$100	\$120

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