

# **SMARK. 1 DAY STRATEGY SESSION**

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## **SMARK.**

CREATE. LEARN. UTILIZE. BUILD.

#thinksmark

*Sm marketing* is the process of integrating the sales and marketing processes of a business. The objective is for the sales and marketing functions to have a common integrated approach. This can lead to annual revenue growth of up to 20%, according to a study in 2010.

SMARK was created to deliver unique + customized approaches for preparing personal and small business brands for market success. Through an integrated sales and marketing platform and customer driven process. SMARK has created sessions, packages, educational retreats, networking events, and workshops specifically for small businesses and personal brands.

## **SMARK. STRATEGY SESSION**

The 1 day 8 hour strategy sessions are built to identify the key components in a go to market strategy - with a 7 step process:

- Dream Big: Clarify your Vision**
- Map your Buyer Persona and Messaging**
- Understanding your Buyers Journey**
- Define Primary Sales Activities**
- Define Primary Marketing Activities**
- Create Complementary Activity Funnel + Strategy**
- Set Attainable Sales & Marketing Revenue Goals**
- \* Year over Year Plan + Booklet [Bonus Step]**

## **| AGENDA .**

<b>8:00 AM</b>	BREAKFAST AND ICEBREAKER
<b>8:30 AM</b>	COMPANY INTRODUCTIONS
<b>9:00 AM</b>	DREAM BIG. THINK SMARK.
<b>9:30 AM</b>	BREAKOUT SESSION +EXPLANATION
<b>10:00 AM</b>	BREAK
<b>10:15 AM</b>	WHO IS YOUR AUDIENCE
<b>10:45 AM</b>	BREAK OUT SESSION
<b>11:15 AM</b>	SMARK ACTIVITIES
<b>12:15 PM</b>	LUNCH
<b>1:15 PM</b>	SMARK COMPLIMENTS
<b>1:45 PM</b>	BREAK OUT SESSIONS
<b>4:00 PM</b>	SMARK YEAR OVER YEAR
<b>5:00 PM</b>	CLOSE

## **| COST.**

PRIVATE SESSION	\$ 2,500.00 per team
2 PERSON SESSION PRICING	\$ 2,000.00 per team
3 PERSON	\$ 1,500.00 per team

### **PRICING INCLUDES.**

**UP TO (3) TEAM MEMBERS PER PERSON**  
**BREAKFAST + LUNCH**  
**BONUS YEARLY PLAN BOOKLET**  
**SMARK SWAG**

Non refundable Deposits of 50% will need to be made (30) days prior to the event. Event space will be sent with confirmation 15 days prior to the event. All payments will need to be made at least (15) days prior to the workshop. Upon your final payment, we will need the names of all parties coming to the session - cancellations up to 5 days of the event will receive a 50% refund - unless there were acts of God, that our out of customer and facilitators hands.

Cancellation of the courses a) If we should have to cancel the courses for important reasons, a full refund from already deposited course fees takes place. Further claims do not exist. b) In case of a seminar cancellation due to illness of the lecturer, insufficient number of participants, as well as other events for which we are not responsible or force majeure, there shall be no claim to having the seminar take place. We assume no liability for other immediate damages and costs such as loss of income, travel expenses, consequential and pecuniary damages of any kind.

Payments can be made via Zelle [amber@apayden.com](mailto:amber@apayden.com) or online payments invoice payment, that will be sent to you via email.

## **| THE FACILITATOR.**

### **AMBER PAYDEN**

[apayden.com](http://apayden.com)

*Experienced strategist, entrepreneur and client services enthusiast with a passion for building businesses and challenging the status quo through solid strategic partnerships. 15+ year track-record of defining new business strategies, maintaining client relationships, and delivering operational impact, both as a founder, employee and management consultant.*

*Results-Driven Leadership | Whether leading Baby Boomers, Gen X or Millennials—figures out what makes teams tick, trains and transforms individuals into top-performers.*

*Challenger of Conventional Wisdom | Always ask the WHY. Improve the user experience through smart, strategic thinking that anticipates outcomes. Present cases that influence, and lead change that drives efficiency and profitability.*

