

2011 WLCC Business Seminar Presentations

Breakthrough Selling in a Tough Economy - A Process to Separate Yourself and Close The Sale on *Your* Terms

Mr. Jeffrey Scott, The Leader's Edge

In these tough times where prices are falling and competition is brutal, you need a new sales strategy in order to thrive and profit in this new economy. In this seminar you will learn how to gain control of the sales process, separate yourself from the competition, close more sales and get the margins you need and deserve.

You will learn 5 specific tools that will remove your from "apples to apples" selling and make you a better salesperson.

For business owners who are serious about growing their business.

"The Power of Email Marketing"

Ms. Corissa St. Laurent, Constant Contact

In today's world, marketing is about building relationships and sharing value with people online. Through easily accessible and cost-effective tools, you can turn your for-profit or not-for-profit business into a powerful and trusted resource. Reach the people who matter most to your business with professional email communications that not only look great, but also provide valuable metrics for targeted marketing and communication. We will cover the basics of email marketing, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. Let the power of email marketing grow your business to new heights.

"What is New in the Turf Weed Management"

Mr. Randy Prostack, UMass Cooperative Extension Service

This presentation will give information on some of the newest turf weed management herbicides and products. An overview of the uses of these herbicides and products, and how they might be incorporated into your specific weed management programs will be included.

"Grass Seed Genetics & Other Factors That Will Impact the Future of Lawn Care"

Mr. Don Woodall, Scotts Professional Seed Group

How does Turfgrass Development impact the necessity for pesticides? And how might invasive species eradication play a role in your future business plans? This talk will focus on how the development of new commercial grass seeds including a New England native cool season grass will change the landscape. Discussions on Glyphosate tolerance, a study on Round Up and the need for pro active eradication of invasive species through both chemical and mechanical means will be highlighted.

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