



## 2015 Prairie Sky Business Growth Seminar Series

*L. H. Stocking, Founder and Chief Provocateur, Prairie Sky Group*

Prairie Sky Group helps companies grow top line revenues. Your company is unique. But often the barriers holding you back are not. Our commitment is to help you overcome these barriers. One of the ways we do this is by sharing the knowledge and experience we've developed over decades.

We've developed a short seminar series to provide these insights. Whether you are currently experiencing some of these common barriers or not, we guarantee you will get value. Our format helps you identify business issues through a series of stories, diagnostic questions, and provides best practices you can use.



Here are a few of our upcoming seminars:

### **CEOs: How to Hire The Right High Performance Sales People.**

#### **Seminar Abstract:**

Are You Going to make the Same Mistake Again? Every CEO and VP of Sales will tell you the key to achieving forecast and top line results is to "Hire Right." Yet they say they fail at hiring high performance sales people 46% of the time. The cost to small and medium sized organizations is huge, often upwards of \$200K per candidate, not including lost opportunity costs. The question is why so many struggle with this process and what can be done?

This seminar covers how to determine the type of sales candidates you need, including outcomes, competencies, and attitude. It will give you a process to follow that will allow you to find, interview, select, and close high performers. See what hiring high performance sales people can do for your organization.

## **CEOs: Why You Should Fire Your CMO or VP of Marketing!**

### **Seminar Abstract:**

CEOs, Presidents, and Owners often leave marketing last in the order of operational priorities. But, ineffective marketing is a dirty little secret in business that is sapping your bottom line. It's as important as finance, sales, or production. And the real truth is that some CEOs can inadvertently contribute to this failure.

This seminar covers the seven sins of CEO marketing management, provides lessons you can learn, as well as gives you a set of diagnostic questions to use for your situation. Follow these, and see how you can get a 20-50% lift in your revenues.

## **CEOs: What's Your Strategy?**

### **Seminar Abstract:**

At Prairie Sky Group we listen to dozens of business plans for small and medium sized businesses each quarter. We have a belief that focus and execution are keys to business success. Often by asking one key question, we can determine how the company is doing. That question is, "What's your strategy?"

Unfortunately, too many CEOs, Presidents, and Owners can't articulate their company's strategy. As a result their organizations waste effort and often suffer cultural confusion. It is said that culture trumps strategy in success, but certainly a clear strategy helps culture. Learn the fundamentals of how to construct a winning strategy and culture, as well as how to develop metrics to track your performance.

## **CEOs: I Don't Like Your Mother, I Don't Like Your Dog, and Your Data is Crap!**

### **Seminar Abstract:**

Your mother is undoubtedly wonderful, and your dog is probably not so bad. They both love you. But most likely, your "customer and prospect" data is still crap.

The issue of crappy data is affecting both your top and bottom lines to the tune of hundreds of thousands, if not millions of dollars. With poor data quality how can you make good business decisions? In eight out of ten clients Prairie Sky Group encounters, this type of data is of very poor quality. The other twenty percent needs improvement. The good news is that you are not alone, and that something can be done about your data.

This seminar outlines the impact of not having good forward-looking data, such as customer and prospect data, to help you make good decisions. It frames eight key steps to improve forward-looking customer and prospect data and it provides a set of management questions you can ask to determine where the problem is with your data.

## A CEO's Framework for Sales – Do You Have One?

### Seminar Abstract:

Everybody “Gets” Sales. We all know nothing happens until you sell something in business. Yet many CEOs, Presidents, and Owners often commit five key mistakes when trying to drive sales in their organization. Get a framework for diagnosing where your sales problems are occurring and develop a plan for dealing with them in this seminar.

### About Our Seminars:

- Last 30 Minutes with typically 10 to 15 minutes for questions
- Have no PowerPoint presentations
- Provide a unique and fun way to look at solving your business problems
- Each seminar comes with a complementary whitepaper

### About Prairie Sky Group and Lee Stocking:

Prairie Sky Group helps B2B clients grow their top line. We are a business management consultancy focused on getting top line revenue results. The tools we use are advanced inbound and outbound marketing, sales support, and training. But tools by themselves are no substitute for a sound strategy, a great story, and brutal execution. To this we add gray-hair experience.

When asked what he does, Lee Stocking says, “I build businesses.” As an author and a frequent speaker, his passion is now helping others do this. His career covers manufacturing, R&D, business development, and sales and marketing for such companies as 3M, Proctor & Gamble, Kodak, Imation, Computer Network Technologies, and others. He is able to assess business problems across functions and get teams headed in the right direction. He thinks strategically and acts tactically. Some examples of his track record of doing this:



- A recent engagement resulted in growth of a client from \$4.7M to \$8M in 30 months
- Helped build a graphic arts business from zero to \$40M
- Built a high tech image processing business from zero to \$20M
- In 2014 helped turnaround a healthcare software company from a \$250K loss to a \$200K gain in six months.

*The Prairie Sky Group helps companies develop winning strategies, monitor their progress, create qualified leads, establish ROI driven marketing programs, and drive effective sales approaches. We think strategically and implements relentlessly. Growing your business is our business.*