

MAY TOPIC



Let THEM Sell YOU: Creating Differentiation to Grow

Organizer & Moderator
Jim Schleckser, CEO and
Managing Partner
Inc. CEO Project



Presenter
Ian K. Altman, Principal
Grow My Revenue, LLC



What percent of our resources do we spend on opportunities that are never going to become revenue? In this interactive, practical session, Ian Altman draws on his seventeen years of experience as CEO of a small to midsize company competing for Fortune 500 accounts. Ian shares keys to landing strategic accounts, steps to ensure focus on the “right” opportunities, and specific tactics you can implement to shorten the sales cycle and earn top value for your products and services.

Attendees will learn 5 things to grow revenue and accelerate **concept to cash**:

1. How to reverse the buyer/seller relationship so they sell you.
2. How to differentiate your business so you stand out from the competition
3. How to increase the success rate for your sales forecasts
4. How to quickly identify the “right” deals
5. How to avoid the most common pitfalls in the 3 key areas of sales



Ian K. Altman formed **Grow My Revenue** to pursue his passion of helping others to define their market position and enhance selling and business development to achieve success. Ian developed the **Selling MBA** program that educates executives and professionals on The Art and Science of Consultative Selling. Ian was the CEO of technology companies in software and professional services. As an entrepreneur, he started, grew, and ultimately sold both companies to investment bankers. The Board asked Ian

to serve as the Managing Director of the overall entity where he led a program that established new distribution channels in China, India, Europe, The Middle East, and the Americas. Through that process, Ian gained specific expertise in global expansion and the unique opportunities found in emerging markets.

CXO Forum 09-10 SERIES

JOIN US!

THURSDAY
MAY
2010

7:30am to 8:00am
Networking and
Continental Breakfast

8:00am to 9:00am
CXO Forum
Panelist(s) Presentation

9:00am to 9:15am
Burning Issues

*Discuss your specific
issues and challenges
with colleagues and
fellow CXO members*

Location
Cherry, Bekaert, &
Holland
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703-506-4440
For directions, visit
www.CXOForum.com

CXO Forum

FOUNDING PARTNER



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Please Join Us and Bring a Guest to CXO Forum Meetings.

All CXO Forums are the second Thursday of the month (*unless specifically noted*)

7:30 am to 9:15 am

- 7:30 to 8:00 am – Networking/Continental Breakfast
- 8:00 to 9:00 am – CXO Forum
- 9:00 to 9:15 am – Burning Issues

BRING A GUEST!

Don't Miss the Final CXO Forum Session of the 2009-2010 Season...

BACK BY POPULAR DEMAND!

JUNE 10, 2010

Tools for Executive Compensation Plans, Part II
Organizer: **Clark Childers, CPA, Partner,**
Cherry Bekaert & Holland

Expand Your CEO Network

Inquire about volunteer opportunities in CXO Forum today!

For information, please contact:

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2009-2010 RECAP

Recent 2009-2010 CXO Forum Meetings

SEPTEMBER 10, 2009

The Power of Networking

Bill Stokes, Chairman, Washington Network Group (WNG);
Executive Search Consultant

OCTOBER 8, 2009

Selling to the Government: What Small Business CEO's Need to Know (To Win Contracts)

Presenters: **Scott Ulvi**, President & CEO, Triumph Enterprises, Inc.; **Tony Martin**, PhD, President & CEO, Strategic Solutions Unlimited, Inc.

CXO FORUM ANNUAL SOCIAL, OCTOBER 27, 2009

Guest Presentation by **Donald T. Beery**, Partner, Plus Point Partners, LLC; Corporate Sponsor: **McCandlish & Lillard**

NOVEMBER 12, 2009

2010 Economic Forecast: What's Ahead for the U.S. and Washington on Jobs, Housing, Growth Sectors, and More

Stephen S. Fuller, PhD, Dwight Schar Faculty Chair and University Professor; Director, Center for Regional Analysis, School of Public Policy, George Mason University

DECEMBER 10, 2009

What CXOs Need to Know About Effective Advisory Boards

Bob Morgan, Co-Founder & CEO, MorganFranklin;
Elizabeth Murphy, Founder & President, CFM Partners

JANUARY 14, 2010

Growing a Company from \$0 to \$500M: Insight from a Business Leader

Dennis Ratner, CEO of Hair Cuttery and The Ratners Cos.

MARCH 11, 2010

CXO FORUM ROUND TABLE

Sue Evans, President & CEO, Evans Incorporated,
Hope Johnson, President & CEO, Pyramid LLC

APRIL 8, 2010

Branding Your Business: Selecting and Protecting Strong Trademarks

Laura Bates, Principal, Brand Verve
Ralph M. Tener, Principal, Head of Information Technology Group, McCandlish & Lillard, PC