

# Join Your Peers | Expand Your Network CXO Forum Membership Social

FREE FOR MEMBERS AND THEIR CXO GUESTS

Enjoy Award-winning Italian Fare & Wines  
Guest Speaker **Ian Altman** from **Grow My Revenue**



Thursday, October 27, 2011  
5:30-7:30 PM

**Bring A Prospective CXO Forum Guest**

Midtown at Reston Town Center  
11990 Market Street  
Great Room (2nd Floor)  
Reston VA 20190  
Parking: Valet, Street, or Garage

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Catered Italian Fare from Il Fornaio Restaurant

## WHY JOIN CXO FORUM?

CXO Forum was founded in 2004 as a monthly gathering for CXOs of growing and mid-sized companies. CXO Forum offers C-level executives a safe haven where peer-to-peer discussions on ideas and solutions take place in an environment of collaboration that builds collegiality. Membership is by invitation only. To learn more or to become a member, contact Michael Velotta, VP of Membership, [mvelotta@vcigp.com](mailto:mvelotta@vcigp.com). More information is available at [CXOForum.com](http://CXOForum.com).

## FEATURED PRESENTATION

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. Come learn how he helps CXO executives grow revenue even in tough economic climates.

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



Featured in Smart CEO Magazine