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DR. JEFFREY MAGEE HAS HELPED OUR ORGANIZATION IN SEVERAL AREAS OF TALENT DEVELOPMENT. OUR INITIAL ENGAGEMENT WAS WITH OUR SALES ORGANIZATION. DR. JEFF HELPED OUR SALES TEAM IDENTIFY PROCESSES, BEHAVIORS AND ATTITUDE TO ENABLE A GREATER LEVEL OF SUCCESS

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JEFF TAKES YOU ON A HIGH ENERGY JOURNEY THROUGH TACTICS AND STRATEGY OF DEVELOPING LEADERSHIP EXECUTION TO MAXIMIZE SALES EFFICIENCY WHILE DEMONSTRATING THE EFFECTIVENESS IN HIS BUSINESS. DYNAMIC AND ENGAGING, JEFF PROVIDES STEP BY STEP WAYS TO DIFFERENTIATE OUR POSITION IN THE MARKET

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DR. JEFF IS A GIVER THAT OVER DELIVERS. I HAVE PERSONALLY LEARNED FROM HIS BUSINESS BRILLIANCE AND BEEN BLESSED BY HIS GENEROSITY

## CONTACT US

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SALES  
MASTERY

DEMAND  
GENERATION

*With*

DR. JEFFREY MAGEE

2024

# ABOUT

## THE DEMAND GENERATION PROGRAM

- Designed to help individuals and organizations dramatically improve their sales performance
- Aims to elevate and accelerate leaders with the skills and abilities to understand and impact the revenue growth streams of their business and clients business needs
- Dives in to the deeper understanding of the science, analytics and art of Demand Generation

## BENEFITS OF THE DEMAND GENERATION PROGRAM

- Equips participants with the strategic and tactical understanding to partner with clients to drive business growth and anticipate demand cycles
- Understanding the psychology and pathology of customer buying behaviors and selling process

## GENERAL REQUIREMENTS

- **Currently employed** by a NEMRA Member company



**SAVE \$200 IF YOU COMPLETED 'INNOVATIVE LEADERSHIP' WITH JOSH LINKNER**

# 2024 PROGRAM

## STRUCTURE

- **Led by industry SME, author** of 31-books to include 4-best-sellers and sales leadership expert, **Dr. Jeffrey Magee**, to empower, educate and excite our Emerging Leaders to the next level of success
- Cost to register is \$1195 and includes:
  - **Free conference registration and NEMRA Targus backpack**
  - **Complimentary networking/cocktail reception from 6-8pm on 1.29.24**
  - **Signed copy of "101 Immediate Strategies and techniques"**

## PRE-EVENT PRACTICES

- Stakeholder interviews
- Digital assessments
- Pre-reading materials and videos

## LIVE-EVENT PRACTICES

- Invite only kick-off at NEMRA24
- Arrival **Monday, 1.29.24** with a networking cocktail reception
- **Tuesday, 1.30.24** includes an interactive workshop from 2-5pm led by Dr. Magee

## POST-EVENT PRACTICES

- **An "ask anything" lunch-and-learn** open forum 60-days post NEMRA24
- **(7) weeks of streaming micro-learning** content in the Demand Generation on-line LMS program
- **Full access to Dr. Magee's innovation toolkit** via our exclusive NEMRA Demand Generation LinkedIn page to include:
  - **Weekly video accelerators**
  - **Strategic articles**
  - **Digital professional development eBooks and magazine subscription**

# PLATFORM BUILDING

## BRANDING THE PROGRAM

- NEMRA created a social media presence via NEMRA's Demand Generation LinkedIn group so that participants can stay involved with the brand
- NEMRA's social media accounts will promote the events and communications

## FOLLOW OUR SALES MASTER-DEMAND GENERATION LINKEDIN GROUP BELOW!



## GROWING THE PROGRAM

- Invite peers and colleagues to join the program
- Share events with chapter board members and, asking them to send a sales leader from their company
- Offer opportunities for attendees to get involved beyond the events

**REGISTRATION OPENS MONDAY, SEPTEMBER 18TH**



**FOR QUESTIONS, PLEASE EMAIL KEITH MONEY ([KMONEY@NEMRA.ORG](mailto:KMONEY@NEMRA.ORG))**