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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 members to the next level of success
- Cost to register is \$1195 and includes:
 - **Two day in-person workshop**
 - **Free conference registration and NEMRA backpack**
 - **Complimentary Networking/Cocktail Reception from 7-9 PM PST on 1.29.24**
 - **Signed copy of "101 Immediate Strategies and Techniques"**

PRE-EVENT PRACTICES

- Webinars for workshop overview
- Digital assessments
- Pre-reading materials and videos

LIVE-EVENT PRACTICES

- Arrival **Monday, 1.29.24** with workshop kick-off from 1-4 PM PST and Networking/Cocktail reception
- **Tuesday, 1.30.24** concludes workshop from 2-5 PM PST led by Dr. Magee

POST-EVENT PRACTICES

- **Streaming micro-learning** content in the Demand Generation on-line LMS program 24/7
- **Industry expert** interviews
- **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 Professional Development LinkedIn group so that participants can stay involved with the brand no matter what stage of their journey they are in
- NEMRA's social media accounts will promote events and communications

FOLLOW OUR 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



FOR QUESTIONS, PLEASE EMAIL KEITH MONEY (KMONEY@NEMRA.ORG)