



## August Meeting Announcement

# MARRYING MARKETING AND SALES

## TWO SEPARATE THINGS, BOTH VITAL

In short, you've GOT to know this stuff in order to successfully build a business. Marketing and sales are key to building a viable business ... key to transitioning from a hobby to a genuine business.

**Bill McHenry** (marketing) and **Randy Sherwood** (sales) are experts at these two vital skills. Both have been at this for years. Both are consultants focusing on helping businesses be effective ... including start ups. Come pick their brains! The discussion will focus on key aspects of marketing and sales, questions will be answered, and as a bonus, we will do some hands-on skill testing. A goal is that, by the end of the meeting, you know your strengths ... and your weaknesses ... as well as get some practice on hands on activities.

### Please Join Us

**Date:** August 9, 2016

**Time:** 6:00 p.m.

**Place:** Western Michigan University  
2333 E. Beltline Ave SE  
Grand Rapids, MI 49546

6:00 - 6:10 Networking

6:10 - 7:30 Presentations

7:30 - 8:00 Networking

### **\*\*Admission is Free\*\***

If you are not a current member, you can attend one GRIN meeting for free to learn more about the network.