

When Times Get Tough - The Tough Get Going . . .

Utilize the potential of your existing human capital: **You and Your employees!**

Anyone is able to market him or herself in their own way...they also have the potential to market the company they work for...but they don't...why?

They don't have the necessary skills?
They don't have the incentive to do so?

**Why not give them what they need?
Contact us today to find out how.**



Shift your mindset! Become aware of the valuable business opportunities you have right around you . . .

Alternative Marketing Energy™

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Alternative Marketing Energy

Generating Employee Power

The "ame" of this program is to empower you and your employees to create your own proactive business team!

- The goals can be achieved.
- The skills can be learned.
- The plan can be created and followed.
- The results can be amazing!

"Nothing happens until something moves."

- Albert Einstein

Generate the Power with New Energy . . .

A new program that empowers you and your employees.

Make them aware of their individual potential to actively seek new business without doing "sales". Have them help you in your endeavors to increase the bottom line.

We will train, coach and motivate them to:

- Look at their present skills, activities, contacts with a different mindset...focused on business development.
- Use their newly learned skills and tools to reach out to the company's "ideal client" list through proactive marketing.
- Create their individual marketing plan that will support them in reaching their personal goals while reaching your company goals.
- Develop new relationships that will be supportive of your business goals.
- Be consistent with follow-up and the on-going proactive referral networking process.



The AME Program

Customized to your needs

Most of our clients prefer this program to be offered on-site. To achieve the highest quality possible, we work with chosen personnel, coaching them individually as well as in workshop format.

Exploring Energy Source

"You need to know what you have before you can decide what you need."

- Determine your company's "Ideal Client"
- Determine what each employee presently has to offer
- Determine and recommend skills, tools, and contacts not presently in place
- Recommend PR and Speaker opportunities
- Prioritize tasks with Management

Building Infrastructure

The foundation is laid; it's time to develop the expertise needed to successfully reach your business goals.

- Determine prime prospects and referral contacts
- Determine most valuable Industry and Community organizations and the best way to utilize their offerings
- Create marketing materials to support the process
- Develop "Proactive Business Marketing Skills"
- Create Individual Market Plans

Launching the Power Source

Now that each person's unique marketing plan has been created its time to take action. For many, this is the most difficult process. So we coach them through:

- Proactive Referral Networking and PR endeavors
- Development of in-company contacts (cross referrals)
- Sending crisp marketing materials to the correct contacts
- Follow-up - the most important action of all

Round Pond Group Instructors . . .



Fern Nissim, CMD, CN

Principal and founder of IM Source, Round Pond Group and Startups-marketing.com.

Fern has 18 plus award-winning years of senior experience in the strategic marketing field. She has developed, designed and implemented numerous successful and highly regarded image-building campaigns, communications and development programs, which resulted in unprecedented growth for nonprofit and corporate organizations. A Certified Networker (CN) and a Certified Marketing Director (CMD) Fern has established major clients in the business, retail, and cause-related arenas.



Irene Tolman, MA, CN

Entrepreneur and owner of the Coffee News of Central Mass.

Irene's expertise includes corporate training and individual coaching for all levels of employees with an emphasis on personal assessment, skill development, marketing, planning and follow-through. She is a Certified Networker (CN) who has been teaching networking skills for more than 20 years, also one of the founders of the Round Pond Group, LLC. and of a successful local networking group, Network of Worcester (NOW!).

