



HOT TECH: SALES AND MARKETING

The Latest Sales and Marketing Technologies that are helping companies get leads, nurture their community and grow revenues

A Presentation by GENE MARKS

Social media... e-commerce...mobile payments...building communities... customer experience... customer relationship management. These are only a few of the major trends that are having a significant impact on how we do business, generate leads, sell and service our customers.

It's not just Google, Microsoft and Apple who are leading the wave. It's Facebook, LinkedIn, Twitter. It's about the right kind of e-mail marketing. Using video to connect to your prospects. Taking advantage of new voice, chat and text tools to generate leads. Using mobile tools for search, payment and relationship building. And a few tried and true sales processes that never go away.

And of course there's the explosive growth of cloud based technologies, lead by Customer Relationship Management. How are you touching your customers? Your prospects? How are you making sure nothing falls through the cracks? What workflows have you created to make sure customers never leave? How are smart toy retailers leveraging the latest services, applications, devices and processes to maximize their revenues?

Join Gene Marks as he explains:

- Why you need a CRM and how to choose/get the most out of a CRM system;
- Key workflows that will help you generate leads and more revenues;
- Great technologies to help you build a community;

- The latest social media tools to get and engage new customers;
- Where to invest your advertising dollars and which tools will help you;
- The latest techniques for outsourcing your sales and marketing work;

- Web-based services for lead generation and marketing that will generate more revenues;
- Which mobile apps are generating revenues and connecting companies with customers.

And much more.

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL CARYN TODAY
(610) 675-7648

[Click here to e-mail Caryn directly.](#)

See Gene in Action www.GeneMarks.com



GENE MARKS

Gene Marks is a columnist, author, and small business owner.

The Washington Post Entrepreneur.com

msnbc Forbes FOX BUSINESS Inc.

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, and Entrepreneur.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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Gene was a huge hit. I commented "what a way to close the conference."

—Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

—Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

—Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

Wow Gene! You were a total hit with the four hundred plus attendees at our NPSA Conference and Trade Show presentation in West Palm Beach. You fulfilled all the expectations that our group could have ever imagined. Additionally, as the mark of every great speaker, you left the group wanting more. You were spot on with your content, delivery, and relevance to what was important to our group.

—Mark Graham, Owner, The Advice Store LLC, Chairman, NPSA Conference Committee



If you would like additional testimonials, please e-mail caryn@marksgroup.net