

Please join us on our weekly webcast on

Boosting Executive Level Relationships Across Verticals (a free weekly webcast compliments of Executive-Link, LLC)

When: Thursday, October 13th, 2:00 - 3:00pm EDT/ 11:00-12:00pm PDT

Where: Via WebCast and conference call – RSVP required to obtain access information

Register now for this complimentary Webcast by emailing Scott Jones at sjones@executive-link.com or calling 770-497-8572 x3.

Many organizations are organizing their internal revenue-generating resources (Sales, Marketing, Product Development) at specific vertical markets in order to get closer to their prospective clients. The challenges are many, but primarily revolve around: *intelligence gathering, training, and aligning internal teams*. Selling to multiple vertical markets, and roles, at the executive level requires a radically different skill set than most are prepared for.

Host: Scott Jones, VP Sales/Marketing/Channels, Executive-Link, LLC (www.Executive-Link.com)

Special Guest: David Nour, Managing Partner, The Nour Group, Inc. (www.nourgroupp.com)



On 10/13 we will talk to **David Nour**, Managing Principal at **The Nour Group**. David is considered THE authority on **Relationship Economics – The Art and Science of Relationships**. He is an author, a senior management advisor, and a featured speaker for corporate and academic forums, where he shares his experience and knowledge as a leading change agent and visionary for Relationship Economics™:

- * **Understanding Relationship Currency™**
- * **Accumulating Reputation Capital™**
- * **Building Professional Net Worth™**

We'll hear David's unique perspective on the application of his Relationship Economics framework and how some of its fundamental principles enable organizations to take advantage of this trend of organizing by vertical markets.

In this session of "Boosting Executive Level Relationships Across Verticals" webcast you'll learn:

1. How well are you building and nurturing your perishable relationships?
2. Is your portfolio of relationships equally balanced between its quantity, quality, and diversity?
3. Do you effectively leverage Relationship Currency™ to create long-term and preferential access and opportunity?
4. Is your network producing income, revenue, or a return on invested capital (time, effort, financial, resources)?
5. What's the cost of NOT building a viable network, with return access?

You will receive an email confirmation of your registration within 48 business hours including detailed information about joining the event.

Gather around a speakerphone and train your staff!

We look forward to you joining us on October 13th.

