



SOUTHSOUND GROUP
AGENDA
November 12, 2014

7:30 AM	Member Check-in and breakfast at Ramada Inn, Kent
8:50 AM	Break
9:00 AM	Workshop Topic: What's Your Story? Increase Your Market Impact and Grow Your Business.
9:15 AM	Exercise #1: Consistency in Value Proposition & Elevator Pitch
9:50 AM	Break
10:00 AM	Exercise #2: Clarifying Your Story
10:25 AM	Topic: Understanding Buyer Personas
10:35 AM	Exercise #3: Aligning Key Messages to your Target Buyers
10:55 AM	Topic: The Awareness, Evaluation & Buying Process
11:05 AM	Exercise #4: Differentiating your Products & Services
11:30 AM	Summary of Workshop
11:40 AM	Recap 30 day commitments (what Members will take from the Session and use over the next 30 days to strengthen their learning) How to improve this and other topics? Completing feedback questionnaire Announcements
12:00 PM	Lunch
1:00 PM	Afternoon Member Only Work Sessions
5:00 PM	Adjourn