



SOUTHSOUND GROUP
AGENDA
October 8, 2014

- 7:30 AM Member Check-in and breakfast at Merit Harbor Group
- 8:50 AM Break
- 9:00 AM Workshop Topic: "Leverage Your Distinctive Competence to Uncover in the Ever-Changing Business Landscape"
- 9:15 AM Exercise #1: Identifying Customer & Prospect Challenges
- 9:50 AM Break
- 10:00 AM Exercise #2: Playing to your Strengths (Your Distinctive Competence)
- 10:25 AM Topic: Conducting a Win/Loss Analysis
- 10:35 AM Exercise #3: Finding New Markets & Problems to Solve
- 10:55 AM Topic: Evaluating the Competitive Landscape
- 11:05 AM Exercise #4: Planning your Market/Product/Service Roadmap
- 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

