

JOIN US AT OUR NEXT MEETING

and help us celebrate our 30th anniversary



Best Practices in Distributor Management

Tuesday, April 14, 2009

11:30 AM – 2:00 PM

Sheraton Madison Hotel

Speakers:

Linda Gorchels

Director, Executive Marketing Education
University of Wisconsin - Madison

Paul Baumgart

General Manager Asia-Pacific
TomoTherapy Incorporated

Great product, great sales strategy – but can your distributor deliver?

The best products and strategies in the world can fall victim to a poorly designed and managed distributor network.

On April 14, learn the strategies for overcoming common challenges faced in establishing, managing and motivating a network of international distributors.

The speakers will share their first-hand experiences with:

- Establishing an international distribution and sales strategy
- Evaluating international distribution structures
- Identifying and qualifying distributor candidates
- International distribution agreements
- Managing and motivating distributors
- Techniques for managing distributors from different cultures

*Join us in celebrating
our 30th anniversary!*

Enjoy anniversary cake, champagne
and great door prizes.

*In honor of our anniversary, MITA members can
attend the April 14th meeting for the 1979 price!*

**REGISTER ON-LINE AT:
WWW.MITAWEB.ORG**

\$18 member – special 30th anniversary price
\$35 non-member
Not yet a member? Sign up on-line.
Annual membership is only \$40.

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