

SCORE Manasota Virtual Forum Series – Survive & Thrive in 2021

The January 20th Forum Focuses on “Building a Successful Sales Strategy”

On Wednesday January 20th at 11:30 AM, the *Survive & Thrive in 2021* Series continues with **“Building a Successful Sales Strategy”**: a unique **90-minute presentation-discussion**, involving both local, small-business leaders, and YOU as an active participant!

The “Building a Successful Sales Strategy” will address:

- Sales 101 - Fundamentals of identifying your clients, building a sales team, and delighting your customers,
- Building a reliable and repeatable sales process,
- Understanding sales and marketing metrics, and developing your sales goals, and
- Leveraging technology to drive sales growth



This Forum requires having a lead generation strategy in place. If you do, consider attending this **free event** so you can realize how to best nurture your leads and grow your business in 2021!

Complete the Survive and Thrive Survey. Qualified registrants will be provided the Zoom link to join.

When you attend, **come prepared to personally contribute and receive actual business experiences and plans** that relate to your challenges, needs, and understandings.

IT’S A CAN’T-MISS OPPORTUNITY — SO, DON’T MISS-OUT!

For More Info Contact:

SCORE Manasota

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Apply Here

Moderator:

Ramin Hashemi

SCORE Mentor

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Ramin retired in 2018 after working for several large organizations including Verizon, MCI/WorldCom, and CompuServe. Throughout his career, he had a variety of senior leadership responsibilities in technology across the globe. He holds an MS and BS in Computer Engineering from Wright State University in Dayton, Ohio. Throughout his career, Ramin excelled in transforming organizations in order to maximize their effectiveness and profitability by leveraging technology, process improvement, and cost management. Since his retirement, Ramin has remained active serving on several boards and community organizations including as a SCORE mentor. As a mentor, he has been able to share his broad business experience with entrepreneurs in the Sarasota-Manatee area.



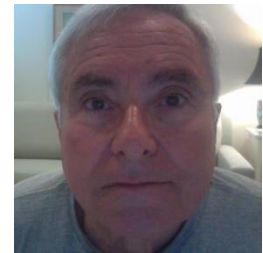
Presenters:

Gio Cantarella

SCORE Mentor

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Gio's experience is in Marketing, Public Relations and Business management. He is experienced in creating Advertising and Marketing programs and assisting individuals in their strategy development and preparing action plans. Developing strategic plans and managing budgets is part of his core skills. He owned a digital marketing company and was conversant with small business capital needs and control of expenses. He has developed key elements and performance standard employee plans for staff. He worked in the Automotive field for 26 years with General Motors and after retiring from GM he sold the marketing company he owned to the Interpublic Advertising Group. He has trained many individuals in public speaking. He has worked both in a large Corporate environment and in a small business.



Jory Berkwits

SCORE Mentor

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Jory Berkwits recently retired as a Senior Vice President with Merrill Lynch in Boston after a diverse and successful career within the firm's Wealth Management division. After settling in Sarasota, he quickly became involved with several different activities. One of them, writing, resulted in the publication of two books, My Bittersweet Homecoming and Death of the Dinosaur. He also became a member of Bridge Angel Investors, where he serves on their Executive Committee. Additionally, he has served as a SCORE mentor since 2016. Jory holds degrees from Columbia University and the University of Washington. His hobbies include tennis, boating, and fishing.



Peter Gruits

SCORE Mentor

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Peter has lived in Sarasota since 2010. Peter is a Florida realtor whose career path included: NYSE broker with Paine Webber, Loan Officer CitiCorp, NY, Managing Member Keystone Real Estate Investments, Detroit, Managing Member Sky Bridge Health Tech, Northville, MI. Experience includes brokerage, banking syndication of commercial real estate, leasing of medical equipment, sales and project management of Enterprise-wide IBM software, implementation, and IT Security. Projects included foreign travel and leadership of large teams on large projects around the world. Additionally, he has served as a SCORE mentor since 2014. Peter holds a degree from the University of Detroit. His hobbies include his grandchildren, Golf, and fishing.

