



What's Working NOW! Webinar To Offer Current Best Practices For Executive-Level B-to-B Lead-Generation

Live, 100-minute training session to showcase latest, most effective tactics and strategies for executive-level B-to-B lead-generation. Spyro Kourtis, President/CEO of Hacker Group, to present and discuss tactics, strategies and case study results on how to GET THROUGH to, GET SEEN by and GET RESULTS from those with executive-level purchasing authority.

Columbus, OH ([PRWEB](#)) April 2, 2008 -- What's Working NOW! together with Conference Call University and GoldMine software will present an educational webinar on current best practices in executive-level B-to-B marketing and lead-generation. Spyro Kourtis, President/CEO of Hacker Group, will be the speaker. The program will take place on Wednesday, April 23 from 11:30 AM until 1:10 PM EDT.

Kourtis, who has secured and grown relationships with many Fortune 500 companies, will present a 100-minute training module entitled "Marketing to Business Owners and Top Executives: 5 Keys to Opening Doors and Closing Deals."

All participants will have an opportunity to ask individual questions and everyone will receive a complete audio-visual copy of the program, plus several bonuses. The event is offered with a money-back guarantee. For more information and to register please go to <http://www.whatsworkingnow.net>.

Actionable, adaptable case study details and results to be presented and discussed include -

- How a large health plan provider's major account acquisition program earned a 15:1 ROI
- How a B-to-B ISP slashed their cost-per-sale by 63%
- How a reseller of high-tech hardware generated a 5% VIP-level response
- How an HR outsourcing company targeting C-Levels at multi-national companies exceeded its ROI target with just one deal...

...and more.

Participants will also learn -

- What high-impact formats are working best today when targeting high level prospects
- How to plan and execute a profitable executive-level campaign -- from media strategy to creative
- How to identify the right media mix for your product or service
- What we all have in common with Bill Gates and Warren Buffet and how to use this commonality to your advantage
- Inexpensive ways to make a big impact on high level prospects

Cost for the live event is \$119.

"The ability to connect with and engage business owners and top-level executives is vitally important to B-to-B



marketers," said Ernest Nicastro, principal with What's Working NOW! "Get these people on your side early on and you can slash both your lead-time and cost of sales. Spyro and his company have an enviable track record of results with this group and we're excited about having him share with our audience many of the current tactics and strategies responsible for this success."

"Cutting through the clutter is always an issue for any marketer," said Hacker Group CEO Spyro Kourtis. "Getting past the gate-keeper is a struggle specifically for those of us who need to engage with decision-makers at the highest levels. We've developed several ideas that consistently break through -- and I look forward to sharing them with our colleagues on this upcoming webinar."

Money-Back Guarantee

All What's Working NOW training programs are backed up by a no-questions-asked, money-back guarantee of complete satisfaction.

Affordable

Priced at only \$119, this timely training is a fraction of the cost of travel and attendance fees for other high-priced conferences or seminars. Train the entire staff for one low price.

Enhanced Learning

The day after the webinar all registrants will receive access to a Windows Media Video file, an mp3 and a PDF of all slides. Registrants can review the session at their convenience, at their pace, repeatedly, thus enhancing their learning experience.

About What's Working NOW

What's Working NOW is a training and development and event production company headquartered in Columbus, Ohio. What's Working NOW offers education and training that helps marketers, executives and business owners enhance their careers and grow their businesses. Through its marketing partners program the firm enables qualified partners to generate immediate revenues and qualified leads by co-promoting What's Working NOW! online and offline training events.

About Conference Call University

Conference Call University provides education, training and motivation in the comfort of your home or office through the use of virtual learning technologies such as Teleseminars, Webinars, Podcasts, and more. Conference Call University helps you learn, earn, and succeed. More information is available at <http://www.CCULearning.com>.

About FrontRange Solutions, Creators of GoldMine

Founded in 1989, FrontRange Solutions develops software and services that allow organizations to deliver extraordinary customer relationships. Since its inception, the company has focused on solutions tailored specifically to the mid-market and distributed enterprises, and today it is the undisputed leader with more than one million users and a marquee client list. FrontRange Solutions makes the GoldMine® family of CRM solutions that are used by more than 130,000 companies and over 1.7 million users. GoldMine automates and manages customer-facing initiatives and is designed for businesses that want a complete and customizable solution that



manages every aspect of the customer lifecycle with a quick time to benefit and low total cost of ownership. For more information visit www.goldmine.com.

About Spyro Kourtis/Hacker Group

As President and CEO of The Hacker Group, Spyro Kourtis oversees all strategic planning and new business development for the agency. He brings more than 17 years of direct marketing experience to the position. He is the publisher of High Performance Direct, writes a monthly column for The Puget Sound Business Journal and is a regular contributor for DM News and Target Marketing. He is a frequent speaker at national marketing events.

Hacker Group is a results-focused, full-service agency that solves tough business challenges with high-performance direct marketing. They specialize in lead generation, customer acquisition, cross-sell, loyalty programs and win-back campaigns. For more information, visit hackergroup.com.

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