



2015 Seminar List

3 Mistakes Not To Make When Entering the US Market

Entering the U.S. market is full with promise and opportunity. The U.S. market is one of the easiest markets to begin to sell your products or service in yet one of the hardest to build a successful business. Your goal of internationalization should not be just to enter a market but to build a business in that market. When you are ready to enter the U.S. market, your thoughts and strategy must be aligned to that goal.

Estimates have product failures at between 75% to 90%, while nearly 80% of all grocery, drug and mass-market items fail within one year of introduction within the U.S.. These ugly stats hold true with U.S. based products and products coming in from other countries into the U.S. market. Many products fail due to lack of planning from the manufacturer and limited buy-in from the market. This seminar identifies the three most common mistakes a company makes when trying to enter the U.S. market.

Time: 45 – 60 Minutes
Handouts: Basic presentation, Booklet and worksheet
Hands on in-seminar activities: No
Podcast Available: Yes in English
Video Available: No

10 Things To Do When Entering A New Market.

In order to expand into new markets, a company must take certain steps that are crucial to success, such as understanding the local environment, developing a specific strategy and programming effective actions to reach the goals. This seminar reviews a checklist of items to accomplish a successful market entry makes when trying to enter the U.S. market.

Time: 75 – 90 Minutes
Handouts: Basic presentation and worksheet
Hands on in-seminar activities: No
Podcast Available: Yes
Video Available: No



Bringing Medical Products to the U.S.A.

The U.S. medical market is one of the fastest growing markets in the world with nearly 30 cents of every dollar spent on medical devices for the home and for the medical industry. This seminar focuses on how medical manufacturing companies outside of the U.S. market can understand and explore entering the U.S. Market. This seminar will focus on three important sections of a successful U.S. product launch:

- 1 -The Three Mistakes not to Make When Entering the U.S. Market
- 2- Managing your expectations for a business in the U.S. Market
- 3- Understanding FDA requirements for the U.S. Market.

Time: 70 – 90 Minutes

Handouts: Basic presentation, Booklet and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes in English and Portuguese

Video Available: No

Land Your Product In The U.S. Market

Your products tell a story and that story will help your product sell. Success of any product relies on planning, creating goals and developing a unique selling proposition. We often see clients from many parts of the world that do not have these questions answered. Marketers clients all over the world want to enter the U.S. market with great ambition, and strong resources and ideas but they lack a strong strategy. Marketing experts must understand the products that they want to bring into the U.S. Marketplace need support and must target the U.S. consumer.

This seminar discusses the concept of strategy planning that will help an international marketer understand the U.S. market better. After all, “When in Rome – Do as the Romans Do”. When selling into the U.S. market, do as the U.S. marketers do.

Time: 110 – 120 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Five Marketing Fundamentals Every Entrepreneur Needs To Know

Entrepreneurs work on their own schedule, at their own pace and sometimes within their own realm - only coming out of this personal world to take a business to the masses. An idea created must eventually convert into a revenue creating business. Entrepreneurs are often self motivated to make things happen and the difference between a successful entrepreneur and one who is not, is the action put behind their idea. Developing an idea into a small business requires understanding of many different business disciplines but entrepreneurs should start with marketing understanding. Marketing is often understood as a combination of creativity and a scientific analytical process. Discussed in this seminar are five marketing fundamentals that every entrepreneur needs to know from taking their idea to a business.

Time: 45 – 60 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes

Video Available: No

9 Things to Do To Build Your Business

Marketing in the last century for most small businesses meant that we needed to talk to our customers and target audience - hoping that they get the message and spend their money with us. Marketing used to be a one-way conversation. In today's connected environment marketing is a two-way conversation that all marketers must maximize to be effective. Marketing still starts with understanding the needs of your target market but now it also includes listening to what they have to say. Your consumers will talk to you and even talk for you. Social networking, email marketing, text messaging, video cast and online platforms allow for your consumer to make a decision on your product within seconds. Your goal should be to build your business through the new tools provided online in concert with some older true blue techniques. This seminar outlines 9 things a small business can do to build their business in today's modern environment.

Time: 45 – 60 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Brand Building From The Inside

Both new and existing products are born with the goal of building a market and creating a brand. Brands still have valuable meaning in today's market place and building one requires time, people and money - those limited but valuable resources that every company large or small requires to be successful. There secrets to building market share and creating a brand and there a better cost effective approach. This seminar will help you to build a brand while you reach your targeted consumers more than once.

Time: 45 – 60 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes

Video Available: No

Ideas To Business

Most individuals have great ideas. Most individuals lack the ability to take those great ideas and turn them into something. Those individuals that do take their ideas and turn them into something work hard at creating a business. Successful entrepreneurs take an idea and turn into a successful business. This does not happen over night and in most cases it could take years to develop an idea into a business. The issues that most individuals face is that they take years to begin to take action on their idea and before long someone else has made a success from it. The challenge for most individuals is to take these great new “best things” and turn it into a business. This seminar will discuss what it takes to turn a great idea into a business covering the stages from the “Ah-Ha” idea moment to beginning to make it happen.

Time: 75 – 90 Minutes

Handouts: Basic presentation, FREE E-BOOK and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Launching a New Product

Not all product launches are the same, nor is their importance to their partner retailers and manufacturers necessarily equivalent. Lack of understanding and agreement regarding the type and importance of a new product launch can result in misalignment of expectations, creating issues that often cascade through the launch as a whole and neutralize many other key success factors. This seminar covers three important factors to plan when launching a new product.

Time: 45 – 60 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes

Video Available: No

Preparation for a New Product Idea

If you've ever dreamed of having your new or improved product idea prepared and presented to a corporation, here's your chance! This seminar will help you to explore your new product idea while you learn to professionally prepare and present your idea, so that your product will get the exposure and support that it needs.

Many of us do not get a second chance to make a first impression and this seminar will help a new company or entrepreneur present a new product idea.

Time: 75 – 90 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Prospecting for new business from your desktop.

Business is grown in just three ways – grow your existing account base, develop new revenue streams with new products or ideas or get new business. All three options have their own positive and negative effects on a business but all three have to be considered in slow economic times or when your business has reached a certain level of market maturity.

This seminar will focus on key elements of your product or service to help you present to a targeted group of prospects from your phone, office, and desktop. Locating this targeted group can sometime be elusive and the lack of new prospects will deter the growth of your business. This seminar will focus on gaining new business through prospecting from your desktop.

Time: 60 – 75 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: No

Podcast Available: Yes

Video Available: No

Selling. A lost Art.

The traditional way of selling products that apply proven sales techniques have helped to create successful sales and brands. Sales is a lost art because our society has become so dependent on the Internet aspect of the everyday sale – instant sale.

This seminar explores the need to have experienced sales pros answer the phone (or online chat) while making that occasional important human contact to help close the deal using the old fashion art of sales and customer interaction.

Time: 75 – 90 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Designing a Sales Team That Sells!

Your sales team is tasked to sell your products to prospects and targeted accounts but do they do the job. This seminar outlines traditional ways of proven sales and sales management techniques to help grow the business. This seminar provides key management secrets to help create successful sales teams.

This seminar explores the management techniques of winning teams and demonstrates techniques to help create sales. This seminar also reviews hand-on techniques to overcome objections, motivate sales teams, train the team and reward them for performance.

Time: 75 – 90 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: 3 Minute Video

Five Mistakes Of Marketing

Ninety-seven percent of all new products offered to the marketplace will fail. Seven out of ten new companies will go under within their first year. Customers will write an on-line complaint or speak negatively about that product within seven days if they feel they did not get what they were promised. In all cases of market failure, the negative results can be traced to poor strategy and lack of execution.

Products and companies fail because of common mistakes in their marketing. Most marketers make these basic five mistakes covered in this seminar. This Five Mistakes of Marketing Seminar will review five mistakes and help to provide some details that may save a marketer from making a costly multi-million dollar “misstep.”

Time: 75 – 90 Minutes

Handouts: Basic presentation, FREE EBOOK and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



Target Marketing

Marketers need to define new product target markets and potential markets. To do this marketers have to eliminate any markets that seem to be too far reaching so that focus can be concentrated on the sure ones. Marketers have to plot out their strategy against their competitors and understand how to identify opportunities.

This seminar explores how you can identify target areas and discusses choosing a segment(s) that fits best with the product features, benefits and value proposition. This seminar will help the marketer develop a reasonable strategy that appeals to that specific target market(s).

Time: 75 – 90 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

10 FREE Marketing Ideas for the 21st Century

The last fifteen years of marketing has been the fastest changing over the last two centuries. Marketers need to define new ways to market and make sure that they are in the 21st century. To do this marketers have to be far reaching online and in the community. Marketers have tools available today that are easily accessible and within most budgets.

This seminar explores how you can use current marketing tools to help identify targets to build business and discusses 10 ideas for today's marketer that are free. This seminar will help the marketer develop a reasonable strategy that builds business.

Time: 45 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.



360° Marketing

The world is certainly round but is your small business marketing strategy also round. Most small business do not use a basic concept of marketing – 360° Marketing. A marketer needs to complete all touch points to their targeted markets using all available tools. To do this marketers have to create cohesive plans, strategies and concepts that allow every consumer to recognize that they can not escape your brand.

This seminar explores how marketers can use a comprehensive strategy to create a marketing plan that creates many touch points to the consumer. This seminar will help to identify target areas and discusses choosing a strategy that fits best with the product features, benefits and value proposition. This seminar will help the marketer develop a reasonable 360° strategy that appeals to that specific target market(s).

Time: 45 – 50 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

5 Tradeshow Actions That Build Business.

You just had the best tradeshow ever and you are happy that you spent \$20,000 to be there. Now what? There are critical actions that every marketer must take to realize a return on their investment. Most management teams lose great opportunity coming back from a trade show and become discouraged about its success.

This seminar explores how marketers can build a comprehensive pre-tradeshow plan, an in process trade show plan and a post trade show action list. This seminar will focus on building business from trade shows using 5 actions that will help to build business.

Time: 45 – 50 Minutes

Handouts: Basic presentation and worksheet

Hands on in-seminar activities: Yes

Podcast Available: Yes

Video Available: No

14359 Miramar Parkway Suite #440 Miramar, Florida 33027

Phone 1.954.558.9599

Skype: ken-ninomiya

Visit www.eknlinks.com to learn more.