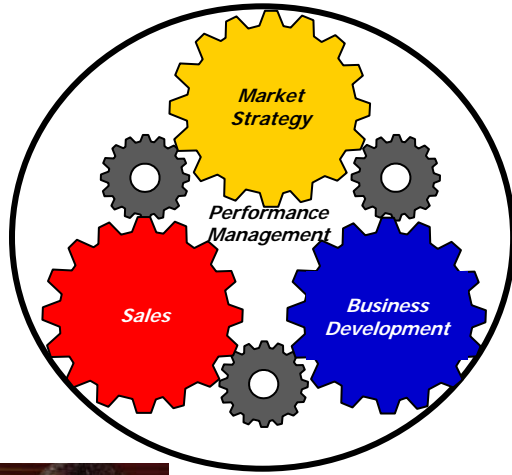


## The QMP™ Marketing and Sales Process Excellence Model

*An integrated suite of Market Strategy,  
Business Development, Sales and Performance  
Management training programs for small to  
midsize business-to-business firms*



*"... the single most educational  
day I've had since I earned my  
MBA over 10 years ago"*

### Other QMP™ Institute Workshops

- ◆ The QMP™ Leadership Certification Program
- ◆ Marketing & Sales for Financial and Accounting Execs
- ◆ Straight Talk: Building a Culture of Honesty

Go to [www.theqmpinstitute.com](http://www.theqmpinstitute.com) to learn more about these  
and other QMP™ Institute workshops and to register - or  
call us at 503-318-2696

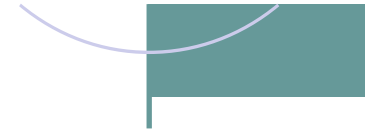
VISA, MC and American Express are accepted  
Group Discounts and Customized Training Programs Available



The QMP™ Institute for Marketing & Sales excellence  
6441 SW Canyon Ct.  
Suite 103  
Portland, OR 97221



The QMP™ Institute  
for  
Marketing and Sales Excellence



2007 Schedule

*Market Strategy, Business Development,  
Sales and Performance Management  
training programs*



Portland, OR  
Telephone 503-318-2696  
[www.TheQMPIInstitute.com](http://www.TheQMPIInstitute.com)

**The QMP™ Institute  
Portland, OR  
2007 Workshop Schedule**

<u>Program</u>	<u>Dates</u>	
QSP™ Sales Process and Skills Workshop .....	January 25 February 20 March 14 April 17 May 9 June 14th September 12 October 11 November 14	\$ 895
QMP™ Market Strategy & Business Development ....	February 16, 17 May 16, 17 September 19, 20 November 2, 3	\$ 1,495
PMP™ Performance Management Process .....	February 15 May 2 November 9	\$ 795
The Adoption of Innovation for High Technology ....	March 20 June 18 October 17	\$ 1,095
Multi-Client Marketing & Sales Transformation Program (call)	February 13, 2007 September 12, 2007	

Register at the QMP™ Institute website [www.theqmpinstitute.com](http://www.theqmpinstitute.com) or call us at 503-318-2696 to reserve your slot. Class sizes are limited to 10 attendees to provide an enhanced learning environment and assure personalized attention and focus.

**The QMP™ Institute Mission**

*The objective of the QMP™ Institute is to help small-to-midsize businesses succeed through the deployment high-impact market strategy, business development, sales and performance management training programs.*

In the past 10 years, a growing number of business professionals in the United States and Europe, from Chairman and Board Member, CEO and COO level to individual territory sales people and marketing product managers, have participated in QMP™'s market strategy, business development, sales and performance management workshops.

Here are some of their comments...

- "... (we) learned a great deal about how markets should be chosen for success"
- "... (it) focused on the simple, yet critical pieces of the process"
- "... more than exceeded my expectations"
- "... Definitely tools to use immediately"
- "... simple presentation of a potentially complex subject"
- "... motivating and educational"
- ".. this will really help us qualify our business and allow us to spend our time where we really have the best chance of closing the business."



*Professionals from a wide range of industries have benefited from QMP™ Institute programs ...*

High Technology, Medical Equipment, Information Technology, Software, Semiconductors and Electronics, Mechanical and Electrical Components, Health Care Services, Manufacturing, Capital Equipment, Metal Products, Consumer Electronics, Wholesale Distribution

**Is a QMP™ Institute training program right for your business?**

- ◆ *Could your organization benefit from an upgrade to its market strategy, business development, sales or performance management disciplines?*
- ◆ *Would there be benefit in adopting a complementary, integrated set of training programs for marketing, business development and sales?*
- ◆ *Is there a current need to make your training investment go further?*
- ◆ *Would there be any benefit to training programs that had the ability to track their own impact?*

*If you answered yes to any of these questions, then an introductory discussion with a QMP™ Institute Marketing and Sales Training Specialist might prove productive. Please call us at 503-318-2696 or send us an email at [qmp@qmpassociates.com](mailto:qmp@qmpassociates.com)*

*The QMP™ Institute looks forward to the opportunity to improve the skills and capabilities of your team. The result is increased economic market value of your firm.*



The QMP™ Institute for Marketing & Sales Excellence  
503-318-2696 [www.TheQMPIInstitute.com](http://www.TheQMPIInstitute.com)