

KUTY & ASSOCIATES, LLC
SECURITY MANAGEMENT, MARKETING & SALES CONSULTING

PRESENTS

A seminar for contract security firms dedicated to growth

Effective Marketing and Selling of Security Services!

Tuesday, January 24, 2006

Park Plaza Hotel & Resorts (Phoenix-North)

2641 W. Union Hills Drive • Phoenix, Arizona 85027 • 602-978-2222

*Do you have a marketing plan in place to
increase your market share in 2006?*

*Do you know how to effectively develop and
implement a strategic marketing plan?*

*Does your company offer a unique selling
proposition?*

*Are you or your sales staff calling on the right
prospects, at the right time and frequency?*

If you answered no to any of these questions, this is a *must attend* seminar! You will learn how to develop a marketing plan for your organization, and how to implement and monitor it early in the year. This is a great opportunity to put your plan in place for the New Year, providing you with a “road map to success” for 2006 and beyond.



SPEAKERS

GARY H. KUTY, Senior Consultant & CEO of Kutty & Associates, LLC is a 30-year veteran of law enforcement and private security. Gary has worked in a variety of positions within the industry, including overseeing sales and operations of a \$25 million dollar security and alarm company and as President for an Ohio based security agency. Currently, Gary specializes in offering marketing and sales strategy and implementation programs to contract security companies. You can learn more about Gary by visiting www.kutyassociates.com.



DENNIS HAMILTON, President & Senior Consultant of DennisHamilton.NET, Inc. spans 19-years of experience in field service support, sales and marketing, corporate education and training, management and web development technologies. Dennis specializes on the complete web solution from start to finish including graphics development, web site development, e-commerce, e-marketing, web server configuration and implementations and will provide only the services you need. You can learn more about Dennis by visiting www.dennishamilton.net.



SEMINAR COST: \$99.00 per attendee, companies with three or more attendees will be at the reduced rate of \$75.00 per attendee.

TO REGISTER

To reserve your spot at the seminar, please call Kutty & Associates, LLC, at **937-395-3059** or email info@kutyassociates.com. You will receive a response confirming your registration.

Make checks payable to: Kutty & Associates, LLC. Mail payment to: Kutty & Associates, LLC, 4600 S. Dixie Highway, Dayton, OH 45439. Payment is due in full by **Friday, January 20, 2006** to confirm your spot.

AGENDA

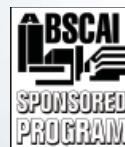
8:00 am – 8:30 am	Registration & continental breakfast
8:30 am – 8:45 am	Welcome & introductions
8:45 am – 10:30 am	Marketing techniques
10:30 am – 10:45 am	Break
10:45 am – 12:00 pm	Web Site Development
12:00 pm – 1:00 pm	Lunch (provided on site)
1:00 pm – 2:15 pm	Selling Security Services by Building Relationships
2:15 pm – 2:30 pm	Break
2:30 pm – 3:30 pm	Selling Security Services by Building Relationships
3:30 pm – 4:00 pm	Q & A

DISCUSSION TOPICS

- Importance of strategic planning
- Strategies for growth
- Developing a marketing plan
- Creating a unique selling proposition
- Target and geographical marketing – the effective use of each
- Selling Security Services by Building Relationships
 - Building Relationships
 - Effective prospecting techniques
 - Identifying the decision maker
 - Closing techniques
 - Lead tracking and client/prospect management
- The importance of developing a professional web site
 - You've been Googled...or have you?
 - Branding and Identity, SEO
 - Perception vs. Reality - losing the @aol.com, @hotmail.com address
 - Value Complimenting Traditional Print Media
- How your web site can work for you

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