

SUSTAINABLE BUSINESS GROUP



Opportunity ➤

Presents: Winning Big in a Down Economy

*Presented by Arjun Sen, President and Founder of ZenMango,
Member of Sustainable Business Group*

April 10 from 9:00 AM to 12:00 PM

at The World Trade Center

1625 Broadway, Suite 820

Registration begins at 8:30 AM

Free of charge

Please RSVP by April 7th to Kathleen Flynn 303 592-4062

Kathleen@sbizgroup.com

Tired of wondering what you can do in this defeatist economy?

Let Arjun Sen take you through the deliberate steps to winning, and winning big, in this interactive presentation that will make action inevitable.

WHY NOW?

Consumer spending, investor confidence, and available cash are all down, and business strategy must adapt or sink. Arjun Sen and the ZenMango™ team have developed a method to win big in a down economy without spending cash. This method outlines which strategies to throw out and which to implement now to build great corporate habits for a bright future in a hurting economy.

WHO SHOULD ATTEND?

Decision makers from Operations, Marketing, Finance, Training & Development, and other key business functions will all benefit.

FIVE REASONS YOU SHOULD ATTEND:

Learn how to calculate the value of your customers

Arjun Sen will take you through the simplicity of the power of one's quantitative analysis; the impact will leave you astounded.

Determine how to Wow 1 More™

Wow 1 More™ is Arjun Sen's time tested, unique approach to customer loyalty. In this section, Arjun Sen will show you the need for Wow 1 More™, how to wow a customer, and common challenges brands face.

Move customers up the loyalty ladder

Move customers into more profitable brand usage categories using solutions unique to your brand. Arjun will help you identify the simple "mantra" that will be your key to success as you try to refocus all your initiatives around customer needs.

Learn why customers are not coming back

Understand how to pin down specific reasons customers are not returning to your brand using Leaky Bucket® research. The Leaky Bucket® process gives your brand a set of mutually exclusive and comprehensively exhaustive reasons for customers not coming back. Fully integrated service and precise research design are key to accurate results.

Unleash the power of Marperations™ (intersection of marketing and operations) Every brand will become more effective, without a cash outlay, by implementing Arjun's unmatched insight and focus from his time as VP of Marketing and Operations at Papa John's.

CAN'T WAIT UNTIL APRIL 10th OR CAN'T MAKE IT?

Give Arjun a call at 303-521-1988 to schedule a one-on-one presentation at your workplace.

ABOUT ARJUN SEN:

Arjun Sen is president and founder of ZenMango. Arjun's diverse background includes aeronautics, restaurants, charities, launching one of the largest online businesses in the country, teaching marketing at a university, and most recently, working with Butch Harmon, the Yoda of golf.

Arjun received a Bachelor's degree in Aeronautical Engineering from the Indian Institute of Technology in Kharagpur, India, then earned his MBA from Brigham Young University in Provo, Utah. He has worked for Fortune 500 companies in numerous high-powered marketing positions and most recently served as VP of Marketing and Operations for Papa John's. He has also held senior marketing positions with Pizza Hut, Einstein Brothers Bagels, and Boston Market. Arjun also co-chairs the Colorado Governor's Small Business Council.

His diverse experience has earned him championship titles from top senior executives such as "The Towering Research Giraffe," by Richard Davis, VP of Culinary Innovation for Boston Market, and "One of the most 'marketing-intelligent' minds in the business today," by Blaine Hurst, former president of Papa John's.

Since 2002 he has been privileged to fulfill a lifelong dream of teaching courses at the University of Colorado, Boulder. The students in his classes inspired a series of individually and professionally oriented lectures which have since been delivered to thousands across the country from small community development meetings to large corporate settings alike. Each interactive presentation is delivered in an enjoyable, storytelling format that is sure to entertain, connect, and inspire individuals to take their drive to the next level.

"Drawing on a remarkable record of success, Arjun Sen delivers much-needed and actionable insights while entertaining audiences with his creative imagination and wry humor." - Brent Green – Author, Marketing to Leading-Edge Baby Boomers

*To Register: Please contact Kathleen Flynn by April 7th at Sustainable Business Group P: 303 592-4062, Email: Kathleen@sbizgroup.com