

To address your highest priority and most immediate needs for your Marketing Transformation, please indicate your interest level in the left hand box by assigning a number 1-5, with 5 representing the high need/priority and 1 representing a low need/priority. When completed, please email this form back to aim@cannonadvantage.com so Bob can prepare a customized proposal for you.

Interest Level	Topic/ Segment of Service	Audience	Description
	Market Potential Audit	Audit results are shared with executives	You will gain valuable insights about market potential from Bob's Product Life Cycle Analysis. You will also learn about options for future success from his Trend Analysis Approach.
	Strategic Planning	All C-Level, VP and Manager Levels	Your leadership team will be energized and engaged in your new customer-centric Mission, Vision and Value Statements. The team will be aligned and prepared through the Appreciative Inquiry Process to achieve the mutually developed goals.
	Performance Audit	All Supervisors and employees	You will establish benchmarks and determine target rich areas for improvements in performance and productivity as a result of Bob's Performance Audit. The audit will be repeated at a later date to measure performance improvement.
	Innovation & Creativity facilitation & training	Selected stakeholders	Your team will develop new product ideas and a process that moves a new product idea from creative thought to a distinct value for the company. Your team can also develop a culture of innovation while we define all aspects of the innovation process to develop a new product.
	Product Life Cycle Training	All C-Level, VP and Manager Levels	Your team will learn about strategies to maximize profitability over the life of the product, brand or company in each of the Product Life Cycle stages.
	Field Sales Audit	Field Sales Force	You will learn about the strengths and the weaknesses of your field sales force so that the strengths can be expanded and the weaknesses become irrelevant.
	Leadership & Management Training		Your team will learn how to lead people to improved performance and profitability with his, "Get Smart, Get Focused, Get Results" system for Leaders and how "Leaders Leverage Exceptionalism" to engage employees.
	Supervisor Training		Your supervisors will be more effective leaders when they experience first hand about leadership that works, leadership that doesn't and why.



CMC® (Certified Management Consultant) is a certification mark awarded by the Institute of Management Consultants USA, an ISO/IEC 17024 Certifying Body. This certification represents evidence of the highest standard of consulting and adherence to the ethical canon of the profession. Less than 1% of all consultants have achieved this level of excellence

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	Product Market Management Training & Coaching	Sales, Marketing, Engineering & Manufacturing	You can rollout your new products faster, increase current sales and capture market share at high margins with Bob's Product Marketing and Management System. Your employees will also benefit from the training and coaching aspects of the Marketing and Management System.
	Sales Management Coaching	V.P.s of Sales & Marketing and Sales Managers	Your Sales Management will perform better with improved productivity after they learn how to build a culture of performance, simplify and clarify for understanding. They will become better coaches and managers when they learn to measure inputs and reward results.
	Decision-Making Training	Decision makers at all levels.	Your organization's reputation, long-term growth, employee morale, productivity, revenue and profitability will improve when decision-making improves. Research shows that "half of all decisions fail". Bob teaches how to improve decision-making from his book, "Taking Aim for Better Decision-Making.
	Marketing New Product Training	Sales & Marketing Staff	Your team will learn from Bob's years of experience with new products and his work with inventors how to avoid pitfalls while optimizing time, energy and money when marketing new products.
	Productive Meeting Training	Managers & Supervisors	Your leaders will learn how to clarify the objective, improve productivity, keep participants focused and on-task, get people to arrive on time and defuse potentially difficult meetings.

Who is Bob Cannon?

This guy IS marketing for the manufacturer. As a senior executive in organizations ranging from Athletic equipment to Zippers. He has managed several national sales forces, as well as directed marketing efforts for some household name products. He owns a patent, has licensed products and often consults others on marketing, product rollouts, and the creative process. He has traveled the road and can help you avoid the mistakes and pitfalls in your leadership, marketing and sales. He is able to share through experience what works, what doesn't and why.

Said one of his clients...

“Although I have decades of sales and marketing experience, I can always count on Bob to have insights and wisdom beyond my own. He is the handy wrench in leader's tool box that you can count on when a fix is needed.” (Kordell Norton)

Call now to get a Cannon Advantage!