

# Insight Leadership Group



## New Ideas, Better Decisions

Focusing on day-to-day operations and business challenges often means that owners don't have the time or resources to be forward-thinking. The InfoTrends Insight Leadership Group is an opportunity for executives to share experiences and discuss issues critical to the growth and transformation of your business.

The InfoTrends Insight Leadership Group brings together **10 to 15 peer executives** with common issues and different experiences to discuss their most strategic, most anxiety producing, most thorny business issues, all backed with research and industry insights from InfoTrends.

InfoTrends Insight Leadership Group is a personal membership service for CEOs, COOs, Presidents, and Vice Presidents of Sales of printing and marketing services companies who want to optimize their organization's performance. As a member, you'll benefit from in-depth research, analysis, and peer-to-peer meetings and networking, as well as access to InfoTrends executives and lead analysts for confidential decision support all year long.

### What Our Clients Have to Say About InfoTrends:

"Kate absolutely has her finger on the pulse of our industry. The sales and marketing consulting she provided was right on target and very much worth the investment."

**Ricky Miskelley**  
**Mail Enterprises**

"Building your road map to the future is different for each organization. We are all the same but we are also all different. Gleaning from others, peers and knowledgeable advisers make the paths we choose easier, time efficient and effective. Working with Kate has minimized our learning curve saving us money and helping us get traction with our new services."

**Brad Weston**  
**API Marketing**

"With Kate's expertise we have not only learned a better approach to digital printing and marketing service sales, but we've also learned how to bring more value to our clients."

"Kate's sales approach is the best hands on learning our team has had. She not only tells you how to sell for a larger profit, but she tells you exactly what to say and when to say it."

**Cindy Johnston**  
**Sir Speedy West**

"Kate Dunn's vast experience and expertise has helped Fusion to better understand and target the C level."

**Bob Bosley - President**  
**Fusion Corporate Services**

## The Key Elements of the Keypoint Intelligence – InfoTrends Insight Leadership Group Include:

- Facilitated discussions on business strategy, emerging technologies, sales and marketing best practices, and building accountability throughout your organization (one-day offsite meeting twice per year)
- Webinars semi-annually to focus on emerging market trends and how peer group members can capitalize on them to grow business
- Access to InfoTrends market research, case histories, forecasts, analysis, and extensive equipment and software technology comparison tools to help with strategy and investment decisions
- Support for repositioning your business with “value added” content you can share with your customers
- Access to InfoTrends executives and lead analysts for confidential decision support all year long
- A network of industry peers that you can reach out to for ideas, opinions, and guidance
- State of the art prospect research tool

## What Makes this Leadership Group Unique?

Joining a leadership group is one of the best ways for owners and executives to get unbiased advice and new ideas for growing their business. What makes this group unique is that it is facilitated by InfoTrends, the leading consulting and business development services firm for the graphic communications industry. InfoTrends has the data, insights, and connections to help you make the best business decisions.

## My Peer Group provides me:

- “CEO sounding board”
- “A Board of Directors in Abstention”
- “Resource to evaluate software and equipment before making a buy”
- “Marketing Advisors and Critics of Marketing Pieces”
- “Collective knowledge to refine Sales and Marketing Ideas”

**Waleed Ashoo**  
**President /CEO**  
**Lithexcel marketing Services and Communication**

- “I always get new ideas when listening to other peer members present their best practices”.
- “Kate has helped me transform from a detailed technician to a solution sales person”.
- “It is very helpful to discuss common problems with the peer group and achieve a good resolution”.
- “Having the peer group develop and sponsor webinars has been very helpful in our sales process”.

**Bill Nims**  
**Harty Integrated Solutions**

“The peer group has proved to be incredibly beneficial as we made the transition from a digital print shop into a solutions provider. The ability to work with other business owners and executives who are facing similar challenges allows us to make progress more quickly than we would if we were doing it on our own. There’s no competition between companies – we are all truly working together and pushing each other to be better and to continue to grow.”

**Kim Gross**  
**Director of Sales & Marketing**  
**Pacesetter Enterprises, Inc.**

## CONTACT US

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