



Contact:
Eva Keiser
Risda11 McKinney Public Relations
651.286.6765
eva@risda11.com

BMA-Minnesota Explores a B2B Game Plan to Increase Revenue by Turning Clients into Key Players



[Sean Geehan author of "The B2B Executive Playbook," to discuss strategies to increase B2B bottom line @bmaminnesota on July 13 www.bmaminnesota.org](#)

MINNEAPOLIS (June 10, 2010) – All too often B2C strategies and tactics are applied to B2B companies, when in reality they should be treated as two entirely different ball games. To discover the right playbook to use for client relationships in B2B business, the [Minnesota chapter of the Business Marketing Association \(BMA-Minnesota\)](#) will host "Learn to Create a System that Achieves Sustainable, Predictable and Profitable Growth!" on Tuesday, July 13, 2010.

The session will be led by Sean Geehan, author of "[The B2B Executive Playbook](#)" and founder of the [Geehan Group](#). Geehan has more than 20 years experience in B2B consulting and is a recognized expert on driving revenue and earnings in organizations. Referencing his [new book](#), Geehan will describe the framework and key principles B2B marketers should use to develop a game plan for creating strategic relationships that yield valuable business results.

Joining Geehan will be Tom Webster, CEO at [Intesource](#), to illustrate how his company has successfully applied Geehan's playbook principles and the practical difference it has made for his organization. Together Geehan and Webster will teach attendees how to:

- Increase marketing's credibility among the leadership team
- Align organizations to the market
- Engage valuable customers
- Generate powerful results through sales and marketing collaboration

"B2B marketers must understand the importance of structuring their internal team to maintain and grow key relationships outside of the company," says Tim Lebens, vice president of membership for [BMA-Minnesota](#). "Geehan and Webster provide a practical plan for B2B companies to engage key players in the marketplace in order to create predictable, sustainable business results and drive revenue growth for an organization."

The event will be held on Tuesday, July 13, 2010, at the [Metropolitan Ballroom](#) in Golden Valley, Minn. Registration and breakfast will begin at 7:30 a.m., followed by the program from 8 to 9 a.m. A members-only networking event will follow immediately from 9 to 9:30 a.m.

The cost of the event is \$30 for BMA members and \$45 for non-members. Attendees can register online at [www.bmaminnesota.org](#) through July 9, 2010. There will be a limited number of walk-up registrations also available.

About Sean Geehan

With more than 20 years experience in the area of B2B consulting services Geehan is a recognized expert on driving revenue and earnings predictably in B2B organizations. CEO and Founder of [Geehan Group](#), he is a leader in guiding B2B executives in building sustainable, predictable and profitable growth. Geehan's system has been applied to market leaders such as [Microsoft](#), [Oracle](#), [Harris](#), [LexisNexis](#), [VeriSign](#), and [Intel](#). He is the recognized expert on B2B leadership, executive market engagement programs, and in integrating innovation into the strategic planning process to drive long-term and predictable business results. Sean received the prestigious [Ernst & Young Entrepreneur of the Year award](#) in 2002 and has since been inducted into the [E&Y National Hall of Fame](#). He holds a BA in Marketing/Finance and an MBA from the University of Dayton. He has also attended executive programs at Columbia, Northwestern and Harvard

About Tom Webster

The CEO of [Intesource](#), Tom Webster has over 20 years of experience in sales management and marketing leadership. Prior to joining [Intesource](#), Webster served in leadership capacities at several companies including [Teradata](#), [NCR](#) and [Intel](#). He has a Master's Degree in Business Administration and Marketing and holds several U.S. Patents for marketing automation, business process optimization and technology integration.

About Business Marketing Association

[Business Marketing Association](#) is the leading professional resource for business-to-business marketers and communicators. The organization develops and delivers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on [BMA-Minnesota](#), visit www.bmaminnesota.org.

###