



DAVID W. DENNY, LLC

*Sales, Marketing
and Promotion*

*Economic and
Community
Development*

*International Trade
Implementation*

**Never Confuse Motion
with Progress.**

"Never Confuse Motion with Progress ..." How many times in business do we follow the latest fad or trend just because we read about it in the press? How many times do we buy the latest gadget or software just because everyone else has it? How many times do we find that the new idea or new gadget has not solved the problem we were trying to solve? Part of the problem is not taking the time to understand the goals we wish to reach; and then, not finding and using the most appropriate tools to systematically work toward those goals. David W. Denny, LLC believes that achieving desired results is a process that is not tool/method driven. Achieving goals is a result of spending the time and effort upfront to clearly define the desired outcome; selecting and applying the most appropriate tools/methods both old and new, and then regularly measuring progress toward those goals throughout the duration of the project or task. Regular monitoring of progress against goals allows us to make changes necessary to keep us focused on the desired end result and on how we're progressing toward that result. This regular evaluation of our activities and measurement of progress against the goals defined keep us on track to successfully complete our assignments and provide satisfaction to our clients.



"Never Confuse Motion with Progress ..." This is not just a marketing phrase for us; this is how we do business!

QUALIFICATIONS AND EXPERIENCE

► 27 Years of Sales, Marketing and Management Experience

Direct and distribution sales of products and services

Management and Director Level experience

Fortune 500/National Accounts sales

Track record of achieving sales/marketing goals

Knowledgeable and experienced in all aspects of the sales, marketing and business promotion process

Member (12 years) of the Society for Marketing Professional Services (SMPS) including membership on the board of directors and 2 terms as Virginia Chapter President

► 14 Years of Economic Development Experience

Graduate of the Virginia Institute of Economic Development

Completion of "Basic Course" at UNC and numerous continuing education courses in economic development issues

Member of the Virginia Economic Developers Association

Project manager for economic/industrial development projects including funding analysis and application, Virtual Buildings, site infrastructure and rail development components

► 19 Years of International Sales/Marketing Experience

"International Trade Specialist" designation from Virginia Tech/ARC World Trade Institute

Board member and President: regional international trade organizations

Import/Export trade counseling for small to medium sized businesses

Direct sales and distribution sales to and from twelve countries in Asia, Europe and North America

Co-founder of international network for small/emerging business assistance

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SALES, MARKETING AND PROMOTION

► **Marketing Rx**

An economic way to keep your marketing program healthy!

This is a review of the main marketing and business development systems within your business compared to "standards" of good practice. Each system is scored and suggestions for improvement or addition to your marketing program made.

► **Marketing Director/Manager**

Need someone to professionally manage your marketing program but don't have the budget to hire a full time Director? Let us serve as your Marketing Director on a basis that best fits your needs: part-time, hourly, lump sum ...

► **Client/Customer Debriefing**

"Third Party" debriefing of clients and customers at any stage of the business procurement process. Find out why you won or lost, what your competition did better or worse and the reasoning behind the choice made. An effective way to gain truthful market knowledge for improvement in rates of success.

► **Planning, Studies, Research**

► **Sales/Business Development**

- Direct Sales
- Sales Management
- Key Account/Fortune 500

► **Marketing**

- Public Relations

Press releases

Write, edit and publish articles in national trade publications

Organize groundbreaking and ribbon cutting events

Advertisement development and placement

Design and procure giveaway items for firm/company recognition

- Networking/Positioning

"Expert" led seminars on topics of interest to clients

Network development

Network through professional, technical and trade societies/organizations

Needs assessments and surveys

- Client Retention/Satisfaction

Client database profiles

Client retention programs

Project debrief program and personal debriefing

Client satisfaction survey

► **Tradeshows and Conferences**

- Exhibit booth purchase and design
- Manage tradeshow program for large and small staffs
- Specify and purchase "giveaway" items
- Manage sponsorship efforts
- Conference name recognition for firms
- Speaker/panelist for conference sessions

► **Don't see a service you need?**

Contact David W. Denny, LLC for additional services and expertise that help you meet your needs and goals. If we can't provide what you need, we maintain an extensive network of services providers for referral.

ECONOMIC AND COMMUNITY DEVELOPMENT

- Economic Development Director (outsourced, part-time, etc.)
- Investor relations programs
- Program review and recommendations for improvement
- Trade mission and trade conference/show representation

- Prospect Visit Services
 - Preparation*
 - Hosting*
 - Follow-up and Debriefing*

- Coordination with state and federal economic development agencies and organizations

- Project concept development

- Project presentations

- Project funding analysis, planning and application preparation

- Site selection services

- Project promotional material development

- Prospect development

INTERNATIONAL TRADE IMPLEMENTATION

- New international market development
- International marketing/sales planning, development and implementation
- Product and services sales representation
- Proposal/bid response to international solicitations

- Identification, evaluation, securing and training of foreign sales/distribution staff

- Federal/State export programs matching

- Translation/Enculturation of U.S. sales literature and websites for international markets (outbound trade)

- “Americanization” of foreign sales literature and websites (inbound trade)

- Representation at international tradeshows and events

- Advise on utilization of Foreign Trade Zones and Customs Ports

- **Business experience:**

United Kingdom

Canada

Korea

France

Sweden

Greece

Kuwait

India

Pakistan

China

South Africa

United States

- **Valid Passport, Ready to Travel!**