


POWER BREAKFAST



A BRAIN TRUST INITIATIVE

SUPERCHARGE YOUR DAY!

Best Practices • Great Networking • Useful Knowledge

The Ultimate Marketing Strategy



January 15th, 2014

Featured Guest Speaker

Dennis Strong, CMC


Chairman/CEO

The 3Si Group

Brought to you by:



POWER BREAKFAST



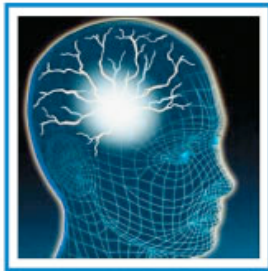
A BRAIN TRUST INITIATIVE



A SERIES OF EVENTS FOR ENTREPRENEURS BUSINESS OWNERS AND ORGANIZATIONAL LEADERS

The series brings speakers from across the country who are experts in their respective fields and incorporates local experts and thought leaders into the conversation.

BRAIN TRUST

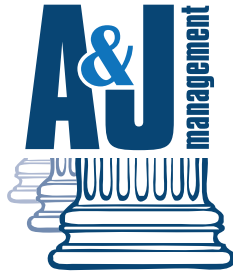


INITIATIVES

Brain Trust Initiatives introduce a higher level of intellectual capital through events, activities, and programs exposing individuals and organizations to professionals with world-class ideas, information, and connections. They introduce ideas that expand vision, perspective, and goals to further empower diverse businesses and individuals to grow and thrive, so that they can positively impact the community. The initiatives are as follows:

- Power Breakfast Series
- Business Brain Trust
- Thought Leaders & Speakers Bureau
- Event Management & Conferences
- Cutting Edge Training & Seminars
- Knowledge Center (Books, Podcasts, etc)

“The Pursuit of Excellence Never Ends”



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A & J Management helps organizations **Increase Revenues and Profitability, Improve Financial Management, Operate More Effectively, Become More Strategic, and Mitigate Risks**



Andrew Frazier
President & COO
A & J Management

Mr. Frazier is a business professional with a proven track record of more than 20 years delivering superior results. He currently advises organizations and individuals on Business Strategies, Financial Management, Insurance, and Employee Benefits. He is also an Adjunct Professor of Finance at Berkeley College.

Mr. Frazier served as Chief Operating Officer of The Executive Leadership Council. Prior to that he was an Assistant Vice President at the New York Life Insurance Company, his roles included Investment Management (\$82 Billion Portfolio), Corporate Services (In-Charge of Westchester Campus), and Mergers & Acquisitions. He also served with distinction as a US Navy Supply Corps Officer on the USS Clark FFG-11, achieving the rank of Lieutenant Commander.

Mr. Frazier graduated from the Massachusetts Institute of Technology (MIT) with a BS in Mechanical Engineering . He also earned an MBA in Finance and Management from New York University's Stern School of Business. In addition, he achieved the Chartered Financial Analyst (CFA) professional designation .

Mr. Frazier is an active participant in numerous community and professional organizations. He serves as an ambassador for the Newark Regional Business Partnership (NRBP) and is a member of the BCDC Small Business Advisory Council, the Greater Elizabeth Chamber of Commerce, and the Meadowlands Chamber of Commerce. He has also served in a leadership role and/or as a board member of the NextGen Network, Urban Youth Action, Inc., ELC Institute, and the Granville Academy. In 2000, he was selected as one of Minority MBA Magazine's "Next Generation of Minority Business Leaders." Mr. Frazier has been married for twenty years, has two school age children, and lives with his family in Montclair, NJ.

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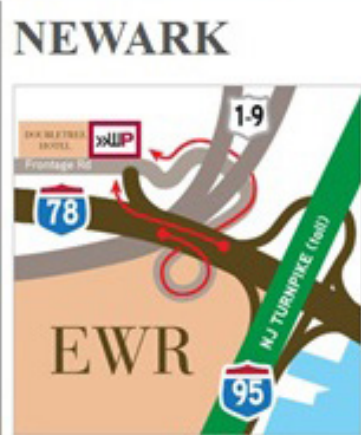
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Directions & Map

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From Garden State Parkway:
Driving from the south of Newark International Airport: Take exit 142. Follow the directions for Routes 24 & I-76 to Frontage Road Exit 58B.

Driving from the north of Newark International Airport: Take exit 140 to Route 22 East. Follow the directions for Route 22 East.

From Routes 24 & I-78:
Take Exit 58B marked Frontage Rd.

AGENDA

8am – 8:45am Networking & Breakfast

8:45am – 9:30am Program

Welcome

*John Plunkett
Vice President, MARSH*

Introductions

Andrew Frazier, MBA, CFA

President & COO, A & J Management

Regional Business Organizations

ForwardEver Sustainable Business Alliance

Karen Brown-Stovall, Executive Director

Non-Profit Organization Partner

Newark YMCA

Micheal Bright, Executive Director

Speaker Introduction -Andrew Frazier

Featured Guest Speaker

Dennis Strong, CMC Chairman/CEO, 3Si Group

Questions & Answers

Wrap Up – Andrew Frazier

9:30am – 10am Networking

10am - 10:45 Post Event Workshops

Dennis Strong - The Ultimate Marketing Strategy



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Featured Guest Speaker

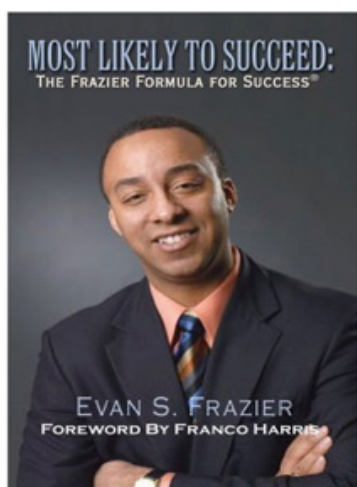


Dennis Strong, CMC
Executive Consultant
3Si Group

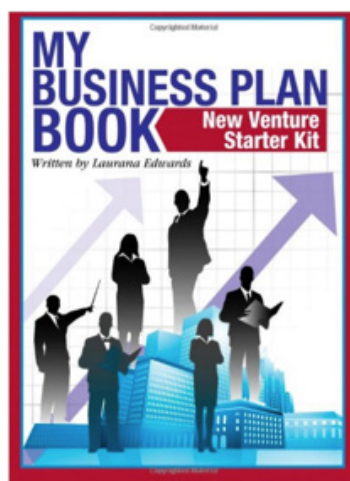


Dennis Strong is an experienced management consultant who is certified to the highest global standards. Over the past 40 years, He has helped clients of all types, address tough performance challenges through strategic assessments, implementing change, training, and team development. He currently helps other consultants achieve and sustain global standards in their practices. He enjoys helping committed leaders implement value-laden change within their organizations.

Mr. Strong heads up The 3Si Group, an international management consulting firm that specializes in helping its clients achieve competitive advantage by creating a culture that consistently satisfies its customers. He is also the Founding President of the Caribbean Institute of Certified Management Consultants (CICMC), a member of a global association that administers the international "CMC" certification Certified Management Consultant earned by individual professional management consultants. In addition, he serves as a Trustee of the International Council of Management Consulting Institutes (ICMCI).



www.frazierformula.com



www.mybusinessplanbook.com

"The Pursuit of Excellence Never Ends"



The Ultimate Marketing Strategy

Creating sustainable growth

Key Emphasis Points

- Create partnerships for satisfaction
- Enroll customer in process
- Use action ideas
- Low hanging fruit and agreed upon actions
- Customer satisfiers
- Reliability, Responsiveness, Assurance, Empathy, and Tangibles
- Define success
- Interaction leads to new mutually beneficial action
- Customer centered communication
- Builds trust and cooperation
- Acknowledges and responds to emotional needs
- Service sequence and standards
- Greet, Listen, Ask, Conclude, and Respond
- Personal power tools
- Observe, describe, and disclose

Business Case

It costs 13 times as much to get a new customer as it does to keep the one you have.

95% of customers who are dissatisfied will not tell the company, but will tell 30 other people

For every bad experience, it takes 12 consecutive good ones to overcome it.

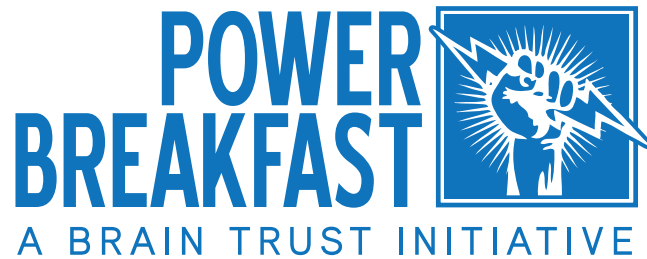
Service is just a feature. Satisfaction is a benefit.

Reducing defections by 5% boosts profits between 25% to 85%.



“Each encounter must be so satisfying that the customer looks forward to repeating the experience and is inspired to recommend it to others.”

SUPREME SERVICE DEFINITION



UPCOMING POWER BREAKFAST SERIES EVENT:
April 2014

Expanding to

New York, Pittsburgh, and Philadelphia in 2014

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