

The MBA Alumni Alliance of Southern California (MAASC)

in conjunction with the Southern California Alumni Associations of

The Anderson School and Michigan Business School

Cordially Invites MAASC Members and Guests to Attend

CustomerCentric Selling® and Integrating Sales & Marketing

Thursday, January 22, 2004, 6:30 – 9:30 pm

(6:30 pm – Reception, 7:00 pm –Speakers, 8:30 pm – Q&A, then Networking)

B209 & B210 at the Anderson School, UCLA. Park in lot 4 on Westwood Blvd. at Sunset Blvd.

Cost \$20 per person if you register by January 20, 2004; \$30 thereafter; includes hors d'oeuvres and beverages. Parking \$8 in Lot 4 at Sunset & Westwood.

To make a reservation, please go to: <http://www.andersonalum.org/la/events/eventform.asp?itemnbr=283>
For further information, please contact Lisa Hsu, at: lisa_asc@earthlink.net or 310/493-5457.

Everyone sells in their career - whether selling yourself, your project to internal stakeholders, or your solutions to external clients. Marketing enables the sales organization, but often times marketing content is not used by salespeople. Join Mike Bosworth and Professor Bob Foster for a conversation on enhancing your sales messaging and process as well as integrating sales and marketing capabilities. Mike Bosworth, author of the seminal bestseller 'Solution Selling' has helped thousands of salespeople and executives define and implement new selling methodologies. Professor Bob Foster has been a corporate CEO at multiple companies and teaches business marketing, strategy, and planning at The Anderson School. Mike will also introduce his latest process-driven, pragmatic approach to effective sales and marketing from his newly released book entitled, 'CustomerCentric Selling' (McGraw-Hill) and experiences. Topics include:

- Integrate Sales & Marketing into a cooperative cross-functional team
- Transform sales calls into interactive conversations
- Position offerings in relation to buyer needs
- How to replicate top sales performers skills into a repeatable sales process
- Selling to your colleagues in your own organization

Mike Bosworth is the author of *Solution Selling: Creating Buyers in Difficult Selling Markets* and co-author of the recently released book, *CustomerCentric Selling®: The Message Driven Sales Process™*. Bosworth is currently the co-founder of CustomerCentric Systems, a sales process consulting and messaging business. Bosworth began his career in the information technology industry in 1972 with Xerox Computer Services in Los Angeles where he worked for Professor Bob Foster

Professor Bob Foster is the Executive Director of the Center for Management in the Information Economy and an Adjunct Associate Professor and a member of the Decisions, Operations and Technology Management faculty at the Anderson School at UCLA. At Anderson, he teaches High Technology Strategy, Business Plan Development and management consulting Field Study. During a 17-year period from 1983 to 1999, he was president/CEO of four different high technology firms. Prior to that, Bob was VP of Marketing and Sales at Xerox Computer Services with a staff of 500 and 100 direct salesmen.

The MBA Alumni Alliance of Southern California (MAASC) is a California non-profit mutual benefit corporation. Our members include: Anderson (UCLA), Chicago GSB, Columbia GSB, Darden (UVA), Fuqua (Duke), Haas (Berkeley), Harvard, Johnson (Cornell), Kellogg (Northwestern), Marshall (USC), Michigan, MIT Sloan, Stanford GSB, Stern (NYU), Wharton (Penn), and Yale SOM. The alumni members of MAASC Participants are invited to attend events and activities open to MAASC Participants or sponsored by MAASC. For more information, see www.maasc.com