



## “WHAT’S YOUR VALUE PROP?”

*Tuesday, October 14th 2008 • 5:30–8:00 pm*

*Federal Reserve Bank*

*7th and Arch Streets, Philadelphia, PA*

An interactive experience on how value propositions can empower your company to enter markets and win new customers.

### **Your marketing challenges:**

- How to create a winning messaging strategy-from branding to sales pitch.
- How to stand out in a crowded marketplace and drive sales?
- How to choose, enter and win in new markets?

How can you cut through the clutter and connect with your best buyer?

*Value Prop* shows you how to build razor-sharp marketing messages showcasing the truly new, useful and exciting qualities of your product or service - winning business in the process! This discussion will offer new ways to create, diagnose and improve your value proposition to ensure that you’re delivering your most effective message to your best audience.

The key question to wrestle with is: **why should customers do business with you?**

Technology-industry veteran marketer, sales professional and consultant-coach, Jose Palomino, offers fresh insights into the critical tasks of creating powerful value propositions that stand out in the marketplace. With eye opening examples of successes that embody the “I<sup>3</sup>” factors of innovation, indispensability and inspiration - and some notable failures that didn’t - *Value Prop* will change how you bring products and services to market.

### **Presenter:**

**Jose Palomino - President of g2m Group inc., and author of *Value Prop*.**

As founder and President of g2m Group, Inc., he helps businesses take their ideas, products and services to market faster and more effectively.

With over twenty years’ leadership experience in the technology and service sectors, Mr. Palomino is a proven strategist, dealmaker and presenter. He has held management, technology, sales and marketing positions at Yankee Group, Market Systems international, Tandem Computers and the Clearpoing Group - working with industry leaders including IBM, Accenture, Unisys, SAP, General Motors, Chase and Citicorp.

Mr. Palomino holds an MBA from Villanova University and serves on the board of the Entrepreneurs’ Forum of Greater Philadelphia. *Value Prop* is Mr. Palomino’s first book.

***Value Prop* offers new ways to create, diagnose and improve your value proposition to ensure you deliver your most effective message to your best audience.**



The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community.

The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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# 2008–2009 Event Calendar

*Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 7<sup>th</sup> and Arch Streets, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.*

**September 9, 2008**  
Federal Reserve Bank

**Mastering the Rockefeller Habits**

*Presenter: David Carter, MBA - President/Owner, ActionCOACH - Philadelphia*

**October 14, 2008**  
Federal Reserve Bank

**“What’s Your Value Prop?”**

*Presenter: Jose Palomino - President/g2m Group, Inc. and Author of Value Prop.*

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**5 Minute Forum**  
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TBA

*Please register by calling 215-640-3339 or emailing your contact info to: [info@efgp.org](mailto:info@efgp.org)  
[www.efgp.org](http://www.efgp.org)*