



KNOW YOUR MARLIN

“ Strategically Capturing the
Customers You Want ”

Through highly engaging workshops and planning sessions, Dave Cooke shares a powerful process for effective relationship development and strategically defined client acquisition which sustainably supports any *organization's revenue* growth objectives.

Born out of his extensive experience in sales and executive leadership, Dave is committed to the Know Your Marlin process to help organizations focus on developing the business relationships they want and value, while shifting away from business relationships they need and tolerate.

1. Defines The Ideal Customer
2. Develop Focused and Smart Relationship Strategies
3. Improves and Enhances Existing, Valued Customer Relationships
4. Enhances Financial Performance

- Bring into focus desired clients and why
- Facilitate a better understanding of what the great customers value
- Enhance the relationship building and selling process
- Increase revenue within existing customers
- Reduce tension which exist with difficult customers
- Lowers customer acquisition and selling expenses

To learn more about
"Know Your Marlin"
or our Team and
Leadership Development
programs, or to schedule
a conversation, contact
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