



KNOW YOUR MARLIN

“ Strategically Land the
Customers You Want ”

Through highly engaging workshops and interactive planning sessions, Dave Cooke shares his powerful program for effective relationship development activities in conjunction with a strategically defined client acquisition process to sustainably support 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 valued and desired business relationships, while shifting away from business relationships they feel compelled to tolerate to help meet financial goals and objectives.

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 a definition of desired clients
- Facilitate a better understanding of what great customers value
- Enhance the relationship building and selling process
- Increase revenue within existing, valued customers
- Reduce, eliminates the tension existing 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
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