

# SELL YOUR COMMUNITY:

## Best Practices to Keep and Attract Jobs

### July 16, 2015

#### **What Will This Training Cover?**

This training equips those experienced and those new to economic development to take action to keep and win quality jobs in today's fierce competition. The program includes multiple exercises and real world best practices to help communities **maximize their retention and attraction efforts**. Carol Johnson of Continuous Dialog holds participants' attention, enables individuals to apply new approaches, builds confidence and competence, shares best practices and provides practical tools that can be used immediately.

#### **Who Should Attend?**

Seasoned Economic Development professionals and those who are new to the industry are encouraged to attend the training and participate in the interactive workshops.

During the workshops and in the days following the training, participants will be actively involved in demonstrating the skills that winning economic development teams need in this market.

#### **Reserve Your Seat Now**

Please **RSVP** to Angela Swartz, 937.225.4351 by **July 6, 2015**.

**Date:** July 16, 2015  
**Time:** 8:15 a.m. to 3:45 p.m.  
**Location:** Aileron  
8860 Wildcat Road  
Tipp City, Ohio 45371



#### AGENDA FOR THE DAY

##### **8:45-10:15 *Investment to Crank Your Job Engine***

- How Job Creators Judge You
- Your Role on the Job Attraction Team
- Do's and Don'ts
- Best Practices

**Bring your  
Elected  
Officials**

##### **10:30-12:00 *Crafting Your Elevator Speech?***

- Why Should A Job Creator Invest Here?
- Why Invest in Economic Development?

##### **12:45-3:45 *Uncovering Challenges and Opportunities***

- Challenges of Business Retention
- Understanding Key Drivers
- Building Trust/Getting to the Core Issue
- Workshop: Is this Company at Risk or is there Expansion Opportunity?

#### **About the Presenter:**

Carol Johnson is a proven sales expert and the founder of Continuous Dialog, a professional consulting company specializing in economic development sales training. Carol's clients include states, communities, chambers of commerce, public and private development organizations and utility companies.

