

## Summer Webinar Series

Contributed by Kurt Ballard  
06.03.2009  
Last Updated 06.05.2009

Join ZIGZAG Marketing for our summer webinar series featuring three webinars that will help you grow, revenue, market share and your career.

- June 26th  
-Creating Marketing Tools Sales People Will Use

12:30 - 1:30 Eastern Time

**REGISTER**

Studies have shown that up to 90% of marketing collateral is considered utterly useless by sales. Frustrated sales people feel like they're not getting what they need to succeed from their product marketing team so they create their own freelance messages and sales tools. Furthermore, product marketing teams are equally frustrated because they expend tremendous efforts creating sales tools that aren't used. This webinar will discuss how to build sales tools that sales people will actually use and how simple messages that differentiate can make a significant difference.

-  
July 10th  
-Five Ways Product Management Can Exert More Influence

12:30 - 1:30 Eastern Time

**REGISTER**

The quantitative side of product management and product marketing focuses on processes and deliverables to drive the product lifecycle, but those efforts may not have the impact they should unless complemented with other skills that can make these functions a stronger driving force in every product company. Learn five things you can start doing tomorrow to make product management and product marketing more influential in your organization.

- July 24th  
-Selling Existing Products vs. New Products & The Challenges of Each

12:30 - 1:30 Eastern Time

**REGISTER**

Sales people love to sell products that don't exist. Unfortunately, it doesn't pay the bills, for the sales person or the company. The only way to make money is to sell products you have, regardless of whether they're well established or new to the market. The key is getting them sold. But selling existing products versus new products requires a different skill set. This webinar will discuss some of the challenges of each and offer ideas on how to improve sales productivity in both situations.