

The Importance of Knowing Your Customers and Effectively Using Every Customer Contact

OPASTCO 45th ANNUAL WINTER CONFERENCE

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PHOENIX, ARIZONA

Moderated By:

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OPASTCO *45th Annual Winter Convention*



Agenda

- *Overview of Presentation – Dick Gesinger*
- *Presentation on Generational Marketing—Missy Poje, Poje Marketing & Advertising*
- *Presentation on New Ways Your Current Systems Can Make Every Customer Contact More Effective And Grow Revenue—Leland Smithson, Quintrex Data Systems*
- *Wrap Up/Questions & Answers*

Session Objectives

- *Help You to Understand Who Your Customers Are and Why They Buy What They Do*
- *Help You to Understand Some New Ways to Use Your Customer Contacts to Grow Revenue*
- *Help Your Company to Increase Its Revenues*
- *Respond to Your Questions*