

Leading Home Care ... a Tweed Jeffries company presents

The Leading Home Care Spring 2007 Teleseminar Series #2 Innovation and Creativity in Private Duty Marketing

What do Quaker Oats®, Gatorade® and Dole Foods® have to do with PrivateDuty home care?

Three years ago, Bob Roth joined his family-owned Private Duty business, Cypress HomeCare Solutions ("Cypress") in Phoenix, Arizona. Bob brought to the business 15 years of experience in consumer products marketing and sales for well known brands such as Quaker Oats®, Gatorade® and Dole Foods®.

The application of innovative techniques for both marketing and recruiting have enabled Bob and his team to demonstrate consistent 25% + growth annually in their business. In this interactive audio teleseminar, Bob will describe in detail the specific techniques he has used to craft his marketing message, and to take that message to his customers and prospective customers.

May 3, 2007 - 1:00 p.m. ET
The Magic is in the Message

May 17, 2007 - 1:00 p.m. ET
Marketing to Consumers with Mass Media

May 31, 2007 - 1:00 p.m. ET
Using Multi-media for Caregiver Recruiting

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Diane West

Leading Home Care

9750 Ormsby Station Rd., Suite 205
Louisville, KY 40223

Cancellation Policy:

Cancellations received 7 days prior to the program will be fully refundable.

Cancellations received after that time are subject to the entire registration fee, which you may apply to a future learning program.

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