



Marketing and sales are a challenge for most small businesses. Finding and keeping the right balance of effort versus return on investment can be difficult. Nancy Seeger has learned the hard way how to create marketing systems the right way. A serial entrepreneur and ex-corporate employee herself; she has seen marketing from all sides.

Nancy is a marketing expert with over 20 years' experience in leadership, sales, marketing, reseller channel management, systems analysis and even event planning. Never one to stay in one area for too long, Nancy has managed distributor contracts worth over \$3 million per year. She has won international awards while managing over 400 CEO's in a private member organization; all while hosting over 30 live events per year.

Nancy's focus is on marketing effectiveness. As Peter Drucker once said, "Efficiency is doing things right; Effectiveness is doing the right thing." There has never been more apparent need for marketing effectiveness in small business than now. Since 1994 small business failure rate has increased every year, and 51.2% new businesses fail within 5 years.

With her signature G.R.E.A.T. business formula program Nancy's audiences learn how to:

- Formulate effective **G**oals
- Create **R**ecognition for their business
- Develop **E**xpansive systems for business growth
- Hire an "**A**" team
- Develop a systems of metrics to ensure a great **T**rack record.
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Through her life experiences, Nancy guides business owners to the right tools and practices to grow their business quickly.

Nancy is the CEO of Seeger Consulting, an international training and consulting company that provides VIP services to businesses that want a quick start to marketing with a focus on results. Clients working with Nancy learn the right questions to ask when evaluating marketing scenarios. Her training is about teaching you how to grow your business without needing additional support.

"Nancy has a keen and incisive mind that rapidly sorts, compartmentalizes and prioritizes. She has an ability to take in the 30,000 foot view while hitting the ground running. Nancy not only "gets" it...she gets it done, and she does it well." Lori Ryerson, YPO-WPO Western Ontario

"Nancy is an avid and continuous learner and this, in part, propels her to try on new approaches to some of the most challenging business obstacles. Her quest for new knowledge truly puts her in an elite category of leader in which she has the capacity to grow and improve every day; which, in my estimation is the single best quality an individual can possess. Nancy is a 'doer' that sets high expectations for herself and always delivers. In addition to all of the above, I've told her personally before and am thrilled to tell the world, that she is simply the best solutions person I've ever met. She has the capacity to digest negotiation issues in the moment and find mutually beneficial solutions that always result in a great options." Todd Bish, President & CEO, Solutions Workplace Furnishings Inc.