



Jack Trytten, the author of *The G Point. How to Turn Your Business into a Growth Machine* and *The Failure of Marketing*, will entertain your group within his insightful stories on how to address today's marketing problems and rise to the G Point!

Jack Trytten Will Conduct an Exciting Session for Your Group

Have you ever launched a new product with great expectations only to have it fail in the market? Have you ever refreshed your brand only to have the market yawn? Has your go-to-market strategy turned to molasses?

For most companies growth is their primary goal and nothing causes their managers more frustration than attempts to drive growth. New products, expanded marketing, reorganization of the sales force, all excellent ideas that have little long-term impact on growth.

Yet, a few companies have cracked the code. They continually grow faster than competition and even in deep downturns decline far less. They are Growth Machines. Their managements think differently, view their markets and customers differently and manage their companies differently. What they've experienced is the G Point, an experience when in a flash of insight they've seen a different approach to running their companies. In that flash they see the path to managing their top line. In short, they become Growth Machines.

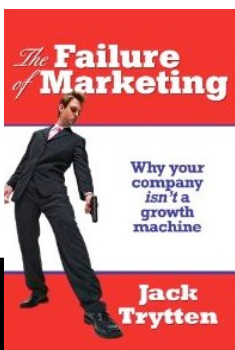
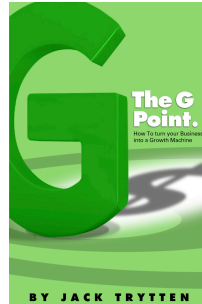
With over 25 years of front-line marketing experience helping a wide variety of companies such as Kraft, Amoco and the Amoco Chemical subsidiary, Ingersoll-Rand, Schlage Door Hardware, Arthur Andersen and a host of companies ranging from start-ups to Fortune 100 companies he has touched most of the product categories and markets. He brings this wealth of knowledge to lunch and dinner occasions and has expanded these talks to workshops and seminars.

Keynote Speech/Principle Points

- What is a Growth Machine – how they differ from most companies
- How you must look differently at your markets
- The one marketing goal for every company
- How to get your customers to drive your sales
- How to think about change and use it to drive your markets
- Case studies of the companies who have "cracked the code" and become Growth Mac

ABOUT JACK TRYTTEN

Jack Trytten is President and CEO of Insight Directions. Founded in 1999, Jack shares his over 35 years of marketing and advertising experience with both public and private companies whose revenues over \$50 million.



Jack Trytten received his MBA in Marketing from the University of Michigan – Stephen M. Ross School of Business. He received his undergraduate degree from Northwestern University, with a double major in Business and Psychology.

"I want to thank you for attending our national sales meeting in Chicago last month. Your thought provoking presentation to our sales partners stimulated some excellent conversation. While we have always heard about the "voice of the customer", sometimes it needs to be driven home for reemphasis.... and you captured our attention! Great job! I'd highly recommend your message for any company with a product sold through a distribution network. Please feel free to use me as a reference."

Milton A. Pritts
Vice President – Americas
Samsung-Techwin Co., LTD

"Jack is a true thought leader dedicated to raising the marketing function well above its traditional limits. By probing into the human psychology unique to each purchasing decision, Jack has helped numerous clients avoid the painful launch of the wrong product. Jack is not only a great marketing resource, but is very enjoyable to work with. I highly recommend talking to Jack before developing your next product."

Irv Williamson, Partner,
Growth Guidance Solutions LLC

"Jack brings a fresh and effective perspective to the traditional world of Marketing. His approach distills all the historical complexities to a simple mantra: Build deep relationships based on commitment to the future well-being of your customers. Jack backs up that mantra with direct approaches that make those relationships reality. Jack Trytten can supercharge your growth engine."

Buckley Brinkman, President & COO
US Music Corp.

"Jack provided my company with the most in-depth and accurate marketing study and plan I have ever experienced in my over 35 years in business. His highly focused and intellectual approach provided the background we needed and in the timeframe he promised. His professionalism and clear, precise communications and general good nature make him a pleasure to work with."

Michael Austin, Chief Operating Officer
Truck Works, Inc

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