



How To Create And Deliver A Million Dollar Sales Pitch

Dennis & Mary Lou Green

You're confident your invention is a winner. You're convinced it's something everybody needs, but you just can't get it off the ground. Maybe it's not your product. Maybe it's your sales pitch. It doesn't matter whether you are pursuing the largest retailer, a prospective licensee or a savvy investor, Dennis & Mary Lou Green will show you how to pitch them all.

They're authors of the #1 Amazon best seller, **Shark Pitch**: *How to Make a Retail Shark Sit Up and Beg to Buy Your Product*. It explains their simple *Three-Step Pitch* revealing how they invented and marketed more than 50 of their simple inventions generating \$120 million in retail sales. A few of their customers include: Walmart, Target, QVC, Kmart, JC Penney, 7-11, Footlocker, Home Depot, Walgreens, Bed Bath & Beyond, Bloomingdales, Nordstrom, Pep Boys, Auto Zone, Dick's Sporting Goods, Safeway, HEB, Kroger and Whole Foods plus mail order catalogs, e-commerce sellers and thousands of retailers in the USA and 24 countries.

Their products have earned 15 patents, dozens of trademarks and hundreds of copyrights. They created their first product in 1976. Their longest running product is **Sneaker Balls**, air fresheners for sport shoes, gym bags and lockers, with wholesale sales averaging \$2 million per year for the past 28 years. They created greeting cards, novelty products, sports items, air fresheners for home and auto, air filters and games and toys. They've also licensed many of their products and ideas.

Dennis and Mary Lou have been married and worked together for 38 years. In 2016 they founded the **Big Idea School** to deliver online training courses for entrepreneurs and inventors to help them create and market simple consumer products.

This presentation will be Skyped.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Wednesday, October 12, 2016

5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

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