

## Barton Goldenberg Speaker Topics

Founder & President, ISM Inc.

Each topic is tailored for your audience, occasion and messaging requirements. Following are a few of the timely topics Barton Goldenberg can address for audiences such as a board or senior management meeting; a sales and/or marketing seminar; a user conference and a keynote for your organization's national meeting.

***The NEW Digital Client*** – In this revealing presentation Barton “paints the picture” of the new client, whether internal or external, B2B or B2C, male or female. The digital client is always connected on multiple platforms and speaking out in countless online communities. How do you reach them, service their demands and tap into their creative power while managing what can be a complex customer relationship? Barton tells all. ***This new presentation is frequently updated and can be customized to show how the digital client can impact your product/services development and marketing/sales programs.***

- ***Tap into Internet Power by Building Customer Communities*** – This presentation covers the growing role of Web 2.0, user-generated content and networking that brings consumers interactively into a company's branding, product development and customer service processes. In this provocative, real-time presentation, find out what innovative companies are doing to bring consumers online and onboard.
- ***CRM in Real Time*** – The real-time wave is changing the way customer-facing personnel work. With increasing access to time-sensitive information in your organization's databases from handheld and wireless devices, companies have new options for improving customer satisfaction, productivity and financial performance. This session covers the ever-changing Internet environment, and its impact on your customer facing processes from sales to inventory to customer service.
- ***Customer Relationship Trends – What's Here, What's Coming, What's Gone*** – This presentation highlights customer relationship management trends as determined by ISM's Software Lab, user surveys and market analysis. As detailed in the latest edition of *The Guide to CRM Automation*, Barton articulates the new business applications, technologies and user profiles that will give your company a look into the future of customer management solutions.

**Note:** To discuss speaking opportunities, contact Michael Feinberg, ISM's Director of Business Development, at 301-656-8448 or email [mfeinberg@ismguide.com](mailto:mfeinberg@ismguide.com).