

For Immediate Release

3 April 2007

How to Grow Your Business 140% a Year ?

One of the greatest challenges a business owner faces is growing their business year after year. Now in a public workshop, business owners on the Central Coast can learn from a marketing guru, who has grown a business by 140% a year! One of Australia's most sought after business speakers, Tony Gattari, business owners can now learn from a man who has trained and advised over 90 sales organisations including Cisco, Rebel Sport, The Good Guys, Network Communications and Domayne, just to name a few.

As the General Manager of Harvey Norman Computer and Communications Division, Tony Gattari was at the forefront of Harvey Norman's rapid sales growth in the PC market. He oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and was previously the CEO of a successful technology company.

"One of the greatest lessons that I have ever learnt is continue to market and promote your business even when the times gets tough" Tony explained, "The beauty of this workshop is that we will teach you how to grow your business, and not spend a fortune on your marketing campaigns."

Tony Gattari's marketing campaigns are legendary, even making the cover of the New York Times, when he launched Microsoft Windows 95 in Australia "People thought we were mad, to launch a product at midnight in the middle of winter. But we had queue's miles long, and all the television stations covering the launch. This really put Harvey Norman as a computer retailer on the map."

The Marketing Success Academy is a powerful 3 hour workshop that will give no nonsense practical strategies such as;

- Over 180 marketing strategies that will multiply your bottom line
- A powerful unique selling proposition that will increase your value to the consumer
- The 5 core marketing principles and strategies that drive your results
- Learn the 3 step process that will convert more customers and keep them purchasing time and time again

Marketing Success Academy

Monday 7th May 2007

Forresters Beach Resort, 960 The Entrance Rd, Forresters Beach NSW 2260.

6:30pm for a 7pm start

Your Investment: \$35

For more Information Please Contact

Berlinda Fortin

Ph: 1800 807 737

Tony Gattari

Managing Director, Achievers Group

Ph: (02) 9440 7373



About Tony Gattari

Owner and Managing Director, Achievers Group

Tony was the General Manager of Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and also been CEO of a successful technology company.

His clients include Apple Computer, Australia Post, Domayne, LG Electronics, Mortgage Choice, Rebel Sport and many others – large household names and more than 90 small to medium sized businesses. Making a difference in peoples' lives!

