

**For Immediate Release**

**Contacts:**

Amy Smith  
Kernan Consulting, Inc.  
858.401.0884  
[Amy@KernanConsulting.com](mailto:Amy@KernanConsulting.com)

## **SUPERCHARGE your Sales Workshop**

**San Diego, CA (September 4th, 2009)** Kernan Consulting ([www.KernanConsulting.com](http://www.KernanConsulting.com)), an international technology consulting company offering Coaching, Advising and Mentoring programs to the small IT VAR, announced today that it will be hosting a 2 day Sales and Business Development workshop called: SUPERCHARGE your Sales. This workshop is scheduled for October 22 and 23<sup>rd</sup> and will be held in San Diego, California.

This by invitation only event will be an intimate group of non-competitive VAR and or MSP business owners from different geographies. The roundtable format will make it lively and extremely interactive.

The engaging and educational workshop leads participants through successful sales, marketing, promotional and selling strategies. Participants will build their own SUPERCHARGED Marketing Action Plan and Sales Strategy that can be implemented immediately. The purpose of this workshop is to assist entrepreneurs and small business owners who wish to grow their business. To be successful in today's marketplace, small business owners must have clearly defined marketing and sales strategies. Products must be well-positioned in the marketplace, priced competitively, easily available, and aggressively promoted in order to be profitable.

CEO of the Internet Marketing company [SITEPROPELLER](http://www.SitePropeller.com), Ken Hoelscher will be our special guest and co-facilitator. "Ken brings a wealth of internet marketing knowledge and will be speaking on website optimization, social networking, PPC and SEO," explains James Kernan CEO of Kernan Consulting.

This program will have an immediate impact on your business. It will also show you how to rapidly build your business while lowering your costs at the same time. For more information on this special event visit: <http://www.kernanconsulting.com/novemberroundtable.php>

### **More About Kernan Consulting, Inc.**

Kernan Consulting, Inc. is an international technology consulting company headquartered in San Diego, California. Formed in April of 1994, the company has become one of the most successful technology consulting firms in the country, serving the small IT VAR. Its core competencies include Coaching, Advising and Mentoring programs like the [36MonthMillionaire.com](http://www.36MonthMillionaire.com) and its 1-2-1 programs. Visit <http://www.KernanConsulting.com> to learn more about the company.

###