

WINNING **BIG** IN A DOWN ECONOMY™

A Custom Presentation for your Brand by Arjun Sen, President ZenMango

CALL NOW TO BOOK YOUR
CUSTOM PRESENTATION

WHY YOUR COMPANY SHOULD SCHEDULE THIS NOW

Consumer spending, investor confidence, and available cash are all down, and business strategy must adapt or sink. Arjun Sen and the ZenMango™ team have developed a method to win big in a down economy without spending cash. This method outlines which strategies differentiate the unusual brands from the usual brands, and helps you determine which ideas to throw out and which to implement now to build great corporate habits for a bright future in a hurting economy. This is not a seminar. This interactive presentation is tailored to fit your brand and is typically presented in a confidential setting.

WHO IN YOUR TEAM SHOULD BE INVITED?

Decision makers from operations, Marketing, Finance, Training & Development, and other key business functions will all benefit.

FIVE WAYS YOUR COMPANY WILL BENEFIT:

LEARN HOW TO CALCULATE THE VALUE OF YOUR CUSTOMERS

Arjun Sen will take you through the simplicity of the power of one's quantitative analysis; the impact will leave you astounded.

DETERMINE HOW TO WOW 1 MORE™

Wow 1 More™ is Arjun Sen's time tested, unique approach to customer loyalty. In this section, Arjun Sen will show you the need for Wow 1 More™, how to wow a customer, and common challenges brands face.

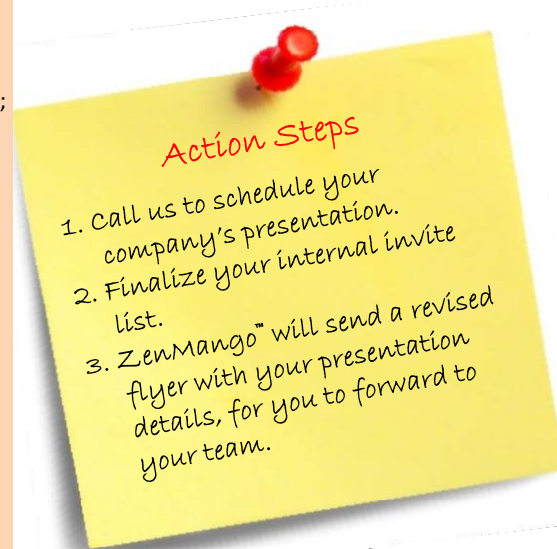
MOVE CUSTOMERS UP THE LOYALTY LADDER

Move customers into more profitable brand usage categories using solutions unique to your brand. Arjun will help you identify the simple "mantra" that will be your key to success as you try to refocus all your initiatives around customer needs.

LEARN WHY CUSTOMERS ARE NOT COMING BACK

Understand how to pin down specific reasons customers are not returning to your brand using Leaky Bucket® research. The Leaky Bucket® process gives your brand a set of mutually exclusive and comprehensively exhaustive reasons for customers not coming back. Fully integrated service and precise research design are key to accurate results.

UNLEASH THE POWER OF MARPERATIONS™ (INTERSECTION OF MARKETING AND OPERATIONS) Every brand will become more effective, without a cash outlay, by implementing Arjun's unmatched insight and focus from his time as VP of Marketing and Operations at Papa John's.



★ "Drawing on a remarkable record of success, Arjun Sen delivers much-needed and actionable insights while entertaining audiences with his creative imagination and wry humor." - Brent Green
★ Author, Marketing to Leading-Edge Baby Boomers

ABOUT ARJUN SEN



Arjun Sen is president and founder of ZenMango. Arjun's diverse background includes aeronautics, restaurants, charities, launching one of the largest online businesses in the country, teaching marketing at a university, and most recently, working with Butch Harmon, the Yoda of golf. Arjun also co-chairs the Colorado Governor's Small Business Council.

Arjun received a Bachelor's degree in Aeronautical Engineering from the Indian Institute of Technology in Kharagpur, India, then earned his MBA from Brigham Young University in Provo, Utah. He has worked for Fortune 500 companies in numerous high-powered marketing positions and most recently served as VP of Marketing and Operations for Papa John's. He has also held senior marketing positions with Pizza Hut, Einstein Brothers Bagels, and Boston Market.

His diverse experience has earned him championship titles from top senior executives such as "The Towering Research Giraffe," by Richard Davis, VP of Culinary Innovation for Boston Market, and "One of the most 'marketing-intelligent' minds in the business today," by Blaine Hurst, former president of Papa John's. Since 2002 he has been privileged to fulfill a lifelong dream of teaching at the University of Colorado, Boulder. The students in his classes inspired a series of individually and professionally oriented lectures which have since been delivered to thousands across the country from small community development meetings to large corporate settings alike. Each interactive presentation is delivered in an enjoyable, storytelling format that is sure to entertain, connect, and inspire individuals to take their drive to the next level.