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Business for Engineers

Philip Ashcroft

Business and Executive Coach, Professional Business Coaches, Inc.

Bernhard Heine

Business and Executive Coach, Professional Business Coaches, Inc.

Friday, October 27, 2017

Bella's Restaurant, 933 Hingham St, Rockland, MA

12:00 PM – 3:00 PM

This event will benefit engineers, managers, and planners who are involved in business development, as well as those who are starting off and want to learn the do's and don'ts in engineering business sales, marketing and management. Attendees will learn the practice of engaging clients, building business relationships, and client retention as well as setting and achieving goals and monitoring the effectiveness of your business strategies.

Philip Ashcroft is a business and executive coach at Professional Business Coaches, Inc. He is an inspirational business executive with an extensive track record of increasing efficiencies, productivity, and profitability with an aptitude for identifying technology to create systems that enable businesses to excel and drive sustainable growth. He has specialized in change management leadership through numerous turnarounds, acquisitions and restructuring. He is at ease interfacing at all levels and functions of a business, and a passionate advocate of individual accountability and outstanding customer service.

Bernhard Heine is a business and executive coach at Professional Business Coaches, Inc., a company he founded to help business owners and leaders achieve their vision. Bernhard has more than 25 years of experience working collaboratively with business partners in all phases of business management, restructuring and transformation, particularly in: strategic planning, marketing and sales, organizational design, engineering consulting, project management, coaching and facilitation.

Registration Deadline: Wednesday, October 25, 2017

\$75 Members, \$85 Non-Members

\$65 Public Sector Members, \$75 Public Sector Non-Members

\$45 Senior Members (65+), Students

Registration Information

Register to attend this meeting and pay by credit card online at bit.ly/BusinessForEngineers. To register online at the member rate you must login using your BSCES assigned username and password. If you do not know your login information, call 617/227-5551. To register by mail or email, complete a [BSCES Event Registration Form](#) and follow the submission instructions. Cancellations received after Wednesday, October 25, 2017 and no-shows will be billed.