



## Improving Optics Sales & Marketing: Launch Team President to Present Short Course at Photonics West 2017

Rochester, N.Y. (Dec. 15, 2016) – Launch Team Inc. President Michele Nichols will present a short course at the 2017 Photonics West conference to discuss inbound marketing and sales strategies for optics companies.

The course, "[The New Sales Model: How to Bring Customers to You](#)," will explore inbound marketing best practices, metrics and sales tactics that have helped companies in the optics and photonics industry grow their revenue base. Nichols will share benchmark data and examples from Launch Team clients, as well as specific recommendations for improving marketing ROI. Participants will also have the opportunity to compare their marketing wins and lessons learned with industry peers in a roundtable discussion.

Course breakdown:

- The new sales model — what effective selling looks like in today's complex, competitive landscape
- How to bring customers to you — best practices to attract, engage and serve customers through an inbound approach
- Marketing roundtable — open discussion of the sales and marketing tactics that are working best for optics companies

“Inbound marketing—providing useful content that draws customers to your business—has proven value, but you have to know what works for your industry and audience,” Nichols said. “This short course will offer practical advice to help optics companies implement a sales and marketing strategy that delivers measurable ROI.”

The short course, which will take place Tuesday, Jan. 31 from 12:15 to 3 p.m., is designed for CEOs, vice presidents of marketing or sales, product managers, marketing staff and others in customer development responsible for ensuring a healthy pipeline.

Launch Team, a marketing and IP development firm specializing in optics and high tech industries, will be offering attendees a free [Marketing Assessment & Consultation](#) after the conference. Normally \$2,950, the assessment includes a comprehensive review of current sales and marketing strategies and actionable suggestions for improvement.



**About Michele Nichols**

Michele R. Nichols has been developing marketing programs for optics and technology companies for more than 15 years. As President of Launch Team Inc., she and her team have helped market leaders rebrand, enter new markets, launch new products and rethink strategy for their next stage of growth.

**About Launch Team**

For 30 years, Launch Team Inc. ([www.launchsolutions.com](http://www.launchsolutions.com)) has helped optics leaders grow company value through marketing and IP development. Their integrated marketing services build clients' brands and create message continuity across all customer touch points. From marketing strategy for new product launch to determining the right marketing mix, Launch's relentless curiosity and customer focus keep clients' business growth plans on track. Launch Team is a proud member of several national and regional organizations, including SPIE, The Optical Society of America (OSA), New York Photonics and Entrepreneurs' Organization (EO).

**Media Contact:**

Michele Nichols, President  
Launch Team Inc.  
(585) 256-1640 x 221  
[michele@launchsolutions.com](mailto:michele@launchsolutions.com)