

Marketing & Sales

COURSE OVERVIEW

A small marketing budget doesn't mean you can't meet your goals and business objectives. You just have to be more creative in your marketing tactics.

Participants on this workshop will learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

KEY SUBJECT AREAS

- Defining marketing.
- Recognising trends.
- Doing market research.
- Strategies for success.
- Mission statements.
- Brochures.
- Trade shows.
- Developing a marketing plan.
- Increasing business.
- Saying no to new business.
- Advertising myths.
- Networking tips.

LEARNING OUTCOMES

- Recognise what we mean by the term "marketing."
- Discover how to use low-cost publicity to get their name known.
- Know how to develop a marketing plan and a marketing campaign.
- Use their time rather than their money to market their company effectively.
- Understand how to perform a SWOT analysis.

Discover how to get maximum exposure at minimum cost.

Duration: 1 Day

Unique features

The Marketing & Sales Workshop is designed to meet current market trends.

- Professional facilitators use the most up to date accelerated learning techniques.
- An interactive, relaxed atmosphere with real world examples.
- Modern presentation methods using audio and visual presentations.

Who should attend?

Anyone who would like to understand more about marketing in order to improve their business performance.

Includes...

- Resource material & workbook.
- Training 101 Certificate

Contact us for more information
or to register on a workshop:

P: 0800 801 233