



Marketing and Sales

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. This one-day workshop will show you how to get maximum exposure at minimum cost. Learn effective, low-cost and non-cost strategies to improve sales develop your company's image and build your bottom line.

How You will Benefit:

- Recognize what we mean by the term “marketing”
- Discover how to use low-cost publicity to get your name known
- Know how to develop a marketing plan and a marketing campaign
- Use your time rather than your money to market your company effectively
- Develop a budget for your marketing activities, based on the amount of dollars you have available, and stick to your budget
- Identify strategies for finding and keeping customers

What You Will Cover:

- ▶ Course goals/personal goals
- ▶ Defining marketing
- ▶ Trends
- ▶ Marketing strategies and research
- ▶ Four Ps of marketing
- ▶ Market Planning
- ▶ Advertising
- ▶ Increasing business
- ▶ Networking
- ▶ Communication tips

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate of completion

TIME: 9am – 4pm. FEES: \$2,000.00 onsite up to 12 people.
\$300.00 per person offsite, plus applicable taxes. *Prices
and dates are subject to change.