

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

What Will Students Learn?

- ✓ Recognize 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.

What Topics are Covered?

- ✓ Defining marketing
- ✓ Recognizing 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

What's Included?

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