

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.
- Understand how to perform a SWOT analysis.

What You Will Cover:

- ▶ Defining Marketing
- ▶ Recognizing Trends
- ▶ Market Research
- ▶ Strategies for Success
- ▶ Mission Statements
- ▶ Brochures
- ▶ Trade Shows
- ▶ Developing a Marketing Plan
- ▶ Increasing Business
- ▶ Saying No to New Business
- ▶ Advertising
- ▶ Networking

Name of City and Date of Event

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What's Included:

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

TIME: 9am – 4pm. *Prices and dates are subject to change.

Pre-Registration Form:

Marketing and Sales

Yes Enroll me now

Participant Name (*Please Print*)

Position _____

Immediate Supervisor

Organization

Organization Address

ZIP _____ Telephone # _____

Fax _____ E-Mail _____

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Sustainable Peak Performance