



Marketing and Sales

The School of Leadership

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
- Recognizing trends
- Marketing strategies and research
- Four Ps of marketing
- Market Planning
- Preparing for trade shows
- 88 easy ways to market yourself
- Saying no to new business
- 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

One day workshop

