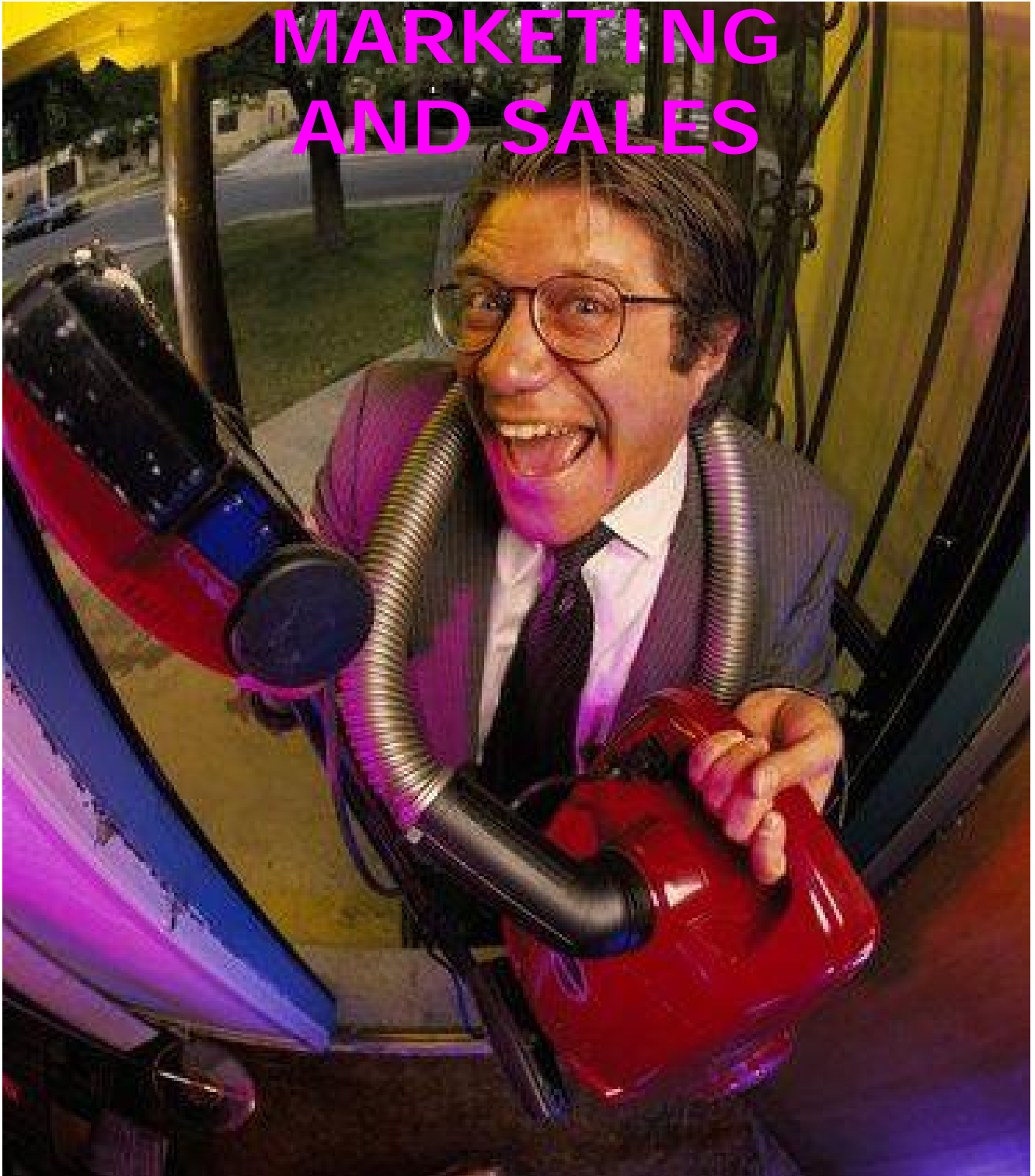


PRESENTS

**MARKETING
AND SALES**





WORKSHOP:

MARKETING & 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 training 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.

Ø Training topics:

- Course goals/personal goals
- Defining marketing
- Recognizing trends
- Marketing strategies and research
- Four Ps of marketing
- Preparing for trade shows
- 88 easy ways to market yourself
- Saying no to new business
- Increasing business
- Market Planning
- Networking
- Communication tips

Ø How will you 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



Ø This training will consist of 4 sessions:

Date & Time	What's Included?	Price
Wednesday August 04 th , 2010 August 11 th , 2010 August 18 th , 2010 August 25 th , 2010 18:30-21:00	<ul style="list-style-type: none"> • Instruction by an expert facilitator who will be announced later • Small interactive classes • Specialized manual and course materials • Personalized certificate of completion 	Afl. 710*,-

*Ask for our group discounts

