

OUTLINE

Marketing and Sales

Lesson 1

Course Overview

- Getting To Know
- About the Workshop
- Learning Objectives
- Personal Objectives

Lesson 2

- Pre-Assignment Review

Lesson 3

Defining Marketing

- Definition Of Marketing
- Key Terms

Lesson 4

Recognizing Trends

- Determining if it is Trend or Not

Lesson 5

Market Research

- Primary and Secondary Research
- Benefits and Drawback Method

Lesson 6

Strategies for Success

- Top Ten Strategies for Success
- Identifying Opportunities

Lesson 7

Mission Statements

- Discussion on Mission Statements

Lesson 8

Brochures

- Critique Brochures
- Guidelines To Take Back

Lesson 9

Trade Shows

- Why Attend a Trade Show?
- Preparing for a Trade Show

Lesson 10

Developing a Marketing Plan

- The P's of Marketing
- SWOT Analysis
- How To Market on A Small Budgets

Lesson 11

Increasing Business

- Formula for Increasing Sales

Lesson 12

Saying No to New Business

- Why and When Should

Lesson 13

Advertising Myths

- Explore Advertising Myths

Lesson 14

Networking Tips

- Keys to Successful Networking

Lesson 15

Workshop Wrap-Up

- Personal Action Plan
- Recommended Reading List
- Course Evaluation
- General Evaluation
- Final Thoughts

This course can be fully customised for your business team.
Please contact us for more details and our team will happy to assist.

www.paramountplus.com.au
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