



Easy Marketing Training

Creating and offering products or services is something anyone can do whether its producing food items or providing services like plastic surgery. Regardless of the specifics these offerings come with a price tag. This tried-and-true business model has been, in existence for centuries before the introduction of coins and currencies. People used to exchange goods and services through bartering and negotiation.

This model has stood the test of time. As times change there's always room, for improvement. Expanding the target audience and capturing a market share are objectives that can benefit any business. It involves conveying a blend of information in a concise manner. Additionally, there's a process involved in generating interest capturing attention sealing deals and ensuring customer satisfaction.

Course Overview

To start off the day we'll spend time getting to know everyone and discussing what we have planned for the workshop. It's also an opportunity for each participant to think about their personal learning goals.

By the end of this one-day workshop participants will have gained;

- An understanding of marketing fundamentals.
- Improved communication skills, with customers.
- The ability to build connections with their customer base.
- Enhanced marketing strategies.
- Insights on avoiding marketing pitfalls.

What is Marketing?

During this session we'll introduce participants to the concept of market dynamics and help them distinguish between marketing and selling. Participants will also learn how they can become marketers themselves.

Different Types of Marketing

In this session participants will explore marketing approaches that can yield sales outcomes.

The Marketing Mix

Participants will dive into understanding the factors that greatly influence customer persuasion and drive sales during this session.

Effective Communication

During this segment participants will discover the significance of establishing rapport with consumers.

Customer Relations

Here participants will be educated on practices for treating customers and in accordance, with their rights.

Marketing Objectives

In this session participants will learn about the importance of brand transition recurring purchases, building brand loyalty and the power of educational marketing.

The Marketing Journey

During this session we will explore the stages of awareness capturing interest creating desire and prompting action, in marketing campaigns.

Avoiding Marketing Pitfalls

Participants will gain insight into the factors that lead to mistakes, in marketing during this session.

Wrapping Up the Workshop

Towards the end of the course students will have an opportunity to ask questions and develop an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725