



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 participants how to get maximum exposure at minimum cost. By the end of the day, participants will:

- Recognize what is meant by the term “marketing.”
- Discover how to use low-cost publicity to get their name known.
- Know how to develop a marketing plan and a marketing campaign.
- Use time rather than money to market their company effectively.
- Understand how to perform a SWOT analysis.

Introduction and Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Pre-Assignment Review

To begin, participants will review their pre-assignment in small groups.

Defining Marketing

Next, participants will explore the definition of marketing and other key terms.

Recognizing Trends

This session will focus on how to determine whether an idea is a trend or a fad.

Market Research

Participants will learn about primary and secondary research, and the benefits and drawbacks of both methods.

Strategies for Success

Next, participants will look at 89 marketing strategies and identify what they are doing and what they could be doing to make their marketing more successful.

Mission Statements

The first half of the workshop will conclude with a discussion on mission statements.

Brochures

During this session, participants will critique brochures to develop some guidelines to take back to the office.

Trade Shows

Participants will work in small groups to develop a checklist of activities to do before, during, and after a trade show.

Developing a Marketing Plan

Next, participants will learn about the four P's of a good marketing plan. We'll also explore how to do a SWOT analysis and how to market on a small budget.

Increasing Business

This session will share a formula for increasing sales with participants.

Saying No to New Business

Participants will read an article on why and when they should tell say no to a customer.

Advertising

Next, participants will explore some advertising myths.

Networking

To wrap up the day, participants will learn about roadblocks to networking and remedies.

Workshop Wrap-Up

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.