

Strategic Marketing and Successful Sales

This sales and marketing workshop is designed to provide participants with the knowledge to make informed decisions regarding marketing strategies and sales techniques.

The workshop addresses the following key issues:

- Understanding a market
- Definition—products and services
- Influences profiles
- Market segmentation, positioning, points of difference
- Competitor analysis
- Communication—advertising, sales contacts, internet
- Marketing strategy development and priority planning
- Sales capability development, techniques
- Sales management, targets, customer relations, records

At the conclusion of this workshop participants will be aware of the information required to populate the marketing and sales component in a business plan. The course material aims to provide attendees with the necessary skills to create a Strategic Marketing Plan framework. The workshop is supported with comprehensive workbooks and tools.

This workshop is designed for business owners and managers involved in enterprises with an annual turnover of \$500,000 or more.

Includes lunch, morning and afternoon tea.

Online bookings www.bec.org.au

Date:	Tuesday 4 May 2010	Venue:	Inner West BEC Training Room
Time:	9.30am - 4.30pm		Adelaide University Research Park
Cost:	\$35.00		30 - 32 Stirling Street
RSVP:	Friday 30 April 2010		Thebarton

STRATEGIC MARKETING & SUCCESSFUL SALES REGISTRATION FORM

This section will also act as a tax invoice when forwarding a payment

ABN: 58 886 026 448

Please send your payment along with the completed form below to

PO Box 160, Torrensville Plaza, 5031 or fax to 8159 8711

For online bookings go to www.bec.org.au

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