

Short Course in Marketing and Sales

Marketing is about getting your business known and building your position within the marketplace. Small businesses don't always have a big budget for marketing, so they have to do things a little differently than big business in order to grow their presence, increase results, and meet business goals. 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 help business owners and managers develop their marketing message, create a marketing plan, and apply the right strategies to get maximum exposure at minimum cost. You will learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

What Will Students Learn?

- ✓ Recognize what we mean by the term "marketing."
- ✓ Describe the essential elements of a marketing plan, no matter the size of the business
- ✓ Apply tools and strategy to create a marketing plan that supports the growth of their small business
- ✓ Use six steps to create, implement, and review a marketing plan
- ✓ Leverage the best of Internet and social media 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 their time rather than their money to market their company effectively.
- ✓ Understand how to perform a SWOT analysis.

Time required : 6 months

Price : Deposit: **R 2500** and **R 1100** as monthly instalment for a Period of **5 months**.

What's included?

- ✓ Instruction by an expert facilitator Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Modules

- ✓ Public speaking
- ✓ Conquer your Fear of Speaking in Public
- ✓ Personal Branding
- ✓ Strategy Planning
- ✓ Research Skills
- ✓ Time Management
- ✓ Marketing for Business
- ✓ Trade Show
- ✓ Dynamite Sales Presentation
- ✓ Network for Success
- ✓ Marketing and selling
- ✓ Digital Citizenship
- ✓ Digital Transformation
- ✓ Internet Marketing
- ✓ Email Marketing
- ✓ Marketing with Social Media
- ✓ Creating a Google AdWords Campaign
- ✓ Social Selling for Business
- ✓ CRM (Customer Relationship Management)
- ✓ Project Management
- ✓ Creative thinking and innovation
- ✓ Event Management
- ✓ Stress management



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