

# 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 course will show you how 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."
- ✓ 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.

## What Topics are Covered?

- ✓ Defining marketing
- ✓ Recognizing trends
- ✓ Doing market research
- ✓ Strategies for success
- ✓ Mission statements
- ✓ Brochures
- ✓ Trade shows
- ✓ Developing a marketing plan
- ✓ Increasing business
- ✓ Saying no to new business
- ✓ Advertising myths
- ✓ Networking tips

## What's Included?

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

## Pre-Registration Information

Yes! I would like to attend the Short Course in **Marketing and Sales!** Sign me up ..

**310 Oak Avenue, NBS Building 3<sup>rd</sup> floor Randburg.**

Accreditation : SETA : 12255

Bankseta : Bank-Corne180502

- All Training are from 8:30 a.m -2: 30 PM
- Cost: R 1300. Per person.
- Prices and dates are subject to change.

## Banking Details

**Account Name : Cornerstone Supreme**

**Account Number : 62653109283**

**Bank : FNB**

**Branch Code : 620**

**NB : WE CAN BE REACHED ON THE**

**0861961961 OR WHATSAPP :**

**0718374853**



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