

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 you how to get maximum exposure at minimum cost. Learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

How You Will Benefit

At the end of the workshop you will be able to:

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

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials

What You Will Cover

- Defining marketing
- Recognising trends
- Market research
- Strategies for success
- Mission statements
- Brochures
- Trade shows
- Developing a marketing plan
- Increasing business
- Saying no to new business
- Advertising
- Networking

YES! Enrol me now!
REGISTRATION FORM
Marketing and Sales

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

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