



Palomino Training Solutions  
specialists in corporate training

P O Box 1460, Durbanville, 7551  
Mobile: 082 878 1164, Facsimile: 086 515 7684  
E-mail: [training@palominosa.co.za](mailto:training@palominosa.co.za), Web: [www.palominosa.co.za](http://www.palominosa.co.za)

## Marketing & Sales Training (1 Day)

### Course Overview

**Fact:** *With a good solid strategy, a company can rise above the competition and maintain a consistent customer base.*

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 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.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

### Target Audience

This workshop is designed for business owners, department managers, marketing managers, and sales executives who wish to increase their company's image and ultimately the bottom line.

### Course Outline

#### **SECTION 1: Defining Marketing**

1. What is Marketing?
2. The Best Marketing
3. Identifying the key point

#### **SECTION 2: Recognising Trends**

1. Current Trends
2. Future Trends

#### **SECTION 3: Market Research**

1. Primary Research
2. Secondary Research

#### **SECTION 4: Strategies for Success**

1. Top Ten Strategies for Success
2. Identifying Opportunities

#### **SECTION 5: Your Own Marketing Strategies**

1. Corporate Mission Statement
2. A Personal Mission Statement

#### **SECTION 6: Brochures**

1. Brochure Analysis
2. Good vs Bad
3. Tips



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#### **SECTION 7: *Tradeshows***

1. Why attend a Trade Show
2. Preparing for a Trade Show
  - Before
  - During
  - After

#### **SECTION 8: *Developing a Marketing Plan***

1. The 4 P's
  - Products
  - Place
  - Price
  - Promotion
2. SWOT Analysis
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
3. A Simple Marketing Plan for Small Budgets

#### **SECTION 9: *Increasing Business***

1. How to Increase Business

#### **SECTION 10: *Saying NO to New Business***

1. When you Need to Say NO

#### **SECTION 11: *Advertising***

1. The Myths of Advertising
2. Creating Desire

#### **SECTION 12: *Networking***

1. The Roadblocks
2. The Remedies
3. The Responsibilities
4. Preparation
5. Strategies
6. Communication Tips to Consider