



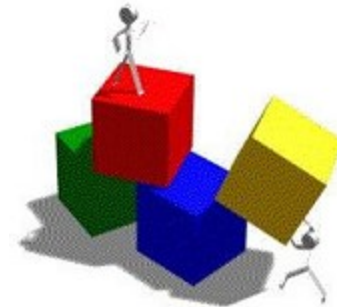
*Arizona Innovative Solutions Group
(Arizona-ISG)*

Sales and Marketing Fundamentals

Sales and Marketing Fundamentals

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

- **Recognize what is meant 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**
- **Develop a budget for your marketing activities, based on the amount of dollars you have available, and stick to your budget**
- **Identify strategies for finding and keeping customers**



Outlines

- Defining marketing
- Trends
- Marketing strategies and research
 - Mission statements
 - Brochures
 - Trade shows
- Four Ps of marketing
- Market Planning
- Advertising
- Increasing business
- Networking
- Communication tips



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