

# Get Marketing 1 Day Open Course



## Course Outline

**“Having been on half a dozen training courses in the last year, SWA was by far the best. I left the day with at least ten action points which will grow my business”**

Tel: **0845 459 0136**

Email: [info@stevewalkerassociates.com](mailto:info@stevewalkerassociates.com) Web: [www.stevewalkerassociates.com](http://www.stevewalkerassociates.com)  
**Cliffe House, 9 Church Hill, Birstall, Leicester, LE4 4DN**

## **Get Marketing - 1 Day Open Course**

### **Benefit**

Learn how to identify the right type of customers for your business, building the client base you want. Effective marketing is a key factor to creating more business. Our unique Get Marketing course will up-skill and motivate delegates in the key areas of marketing to drive your business forward.

### **Who Should Attend?**

This course will benefit all who deal with marketing and sales within a business. Aimed at key decision makers within established or new businesses, this course delivers effective training to all who attend.

### **Course Content:**

#### AM

- Icebreaker – introduction and agenda setting with the delegates.
- The Marketing process – Principles of marketing and what it does for business.
- Understanding the Customer – their needs and wants as a customer, what makes them buy and buy from you, how you can add value to them.
- The Concept of Segmentation – why we segment, how to segment and how to apply it to your business.
- Marketing audit – how to carry out a marketing audit of your business, identifying where your business adds real value to customers

#### PM

- Marketing SWOT – rationalising the audit and identifying strategic options.
- The Marketing mix – the 7 'Ps', its components, development and management, the essential elements of marketing activity.
- Developing your products – developing products and services in response to your market.
- Marketing Plan Model – developing the marketing plan tool, to make things happen within your organisation.
- Summary and review and action planning

### **Trainer – Richard Gourlay**

Richard Gourlay FCIM, is a successful business builder and highly experienced trainer with a wealth of practical experience. With over eighteen years experience and knowledge in the field of Sales and Marketing he has worked with with some of the biggest companies in the world and some of the smallest making them more effective by creating and promoting a successful sales and marketing culture within them. Richard's expertise in creating value for people at every training session sets him apart in his field.

**Price:** £250+vat per person

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