

Management Training Tracks for Key Players

MARKETING	Who	Phase 1	Phase 2	Complete	Certified	Graduation
Competitor Survey						
Customer survey						
Telemarketing MKT info Survey of Competition and Target Markets						
SWOT analysis						
What Business are we in – Determination						
Mission Statement: to Business Strategy						
Business Strategy formulation						
Market Positioning						
Strategic Partner/referrer Search and securing cooperation.						
Business to Business Consultative Sales						
Customized branding – implementation						
Public Relation as part of the marketing mix – Our Family Foundation						
Sales team building, measuring productivity, setting goals, remuneration and recognition						
Professional Sales Manager - Training Meetings						

The Fine Print

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