



WWW.KQEINC.COM

11301 US Highway 301
Thonotosassa, Florida 33592

Telephone: (813) 315-9883
Fax Number: (813) 902-6160

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.

- ✓ Introduction and Course Overview
- ✓ Pre-Assignment Review
- ✓ Defining Marketing
- ✓ Recognizing Trends
- ✓ Market Research
- ✓ Strategies for Success
 - Top Ten Strategies
 - Identifying Opportunities, Part I
 - Identifying Opportunities, Part II
- ✓ Your Own Marketing Strategies
- ✓ Brochures
- ✓ Trade Shows
 - Why Attend a Trade Show?
 - Preparing for a Trade Show
- ✓ Developing a Marketing Plan
 - The Four P's
 - SWOT Analysis
 - A Simple Marketing Plan for Small Budgets
- ✓ Increasing Business
- ✓ Saying No to New Business



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- ✓ Advertising
- ✓ Networking