

Secrets of Marketing for Manufacturing Suppliers

On-Site Seminar

Secrets of Marketing for Manufacturing Suppliers will provide you with the information you need to successfully compete in today's global economy. By attending this Seminar, you will learn how to:

- Position your company for growth and expansion
- Establish achievable goals and objectives
- Choose and implement a Marketing Strategy
- Create the tools you need to succeed
- Manage the Sales and Marketing cycle

The Seminar is designed for presentation to Senior Managers, Department Managers, Sales and Marketing personnel, and Customer Service personnel. *Secrets of Marketing for Manufacturing Suppliers* consists of four instructional units and requires approximately eight hours for presentation.

Seminar participants receive a Seminar Binder including copies of all slides, reference information, and additional materials.

Call us to learn how to prepare your company to compete in today's global economy.

Seminar Outline:

Unit 1 - Market Positioning

- Sales and Marketing in a Global Economy
 - The Global Marketplace
 - World Class Suppliers
 - The Importance of ISO 9000
- Defining Who You Are
 - Mission
 - Vision
 - Policies
 - Actions
- Defining Your Products and Services
 - Definitions
 - Defining Your Products
 - Differentiating Your Products
- Understanding Your Strengths and Weaknesses
- Understanding Your Competition
- Understanding Your Customers
- Setting Sales and Marketing Goals
 - Analyze the Past
 - Predict the Future
 - Set Breakthrough Goals

Unit 2 - Planning for Expansion

- Choosing Your Marketing Strategy
 - Definitions
 - Types of Marketing Strategies
 - Choosing Strategies that Work for You
- Selecting Sales and Marketing Personnel
- Selecting Independent Representatives
- Developing Your Business Plan
 - Elements of a Business Plan
- Establishing Your Sales and Marketing Budget
 - Marketing Expense Elements
- Determining the Need for an Agency

Unit 3 - The Tools of Marketing

- Selecting Equipment and Software
- Establishing Your Company's Identity
- Creating Sales and Marketing Literature
- Developing Effective Presentations
- Preparing for Public Relations
- Creating Display Advertising
- Creating Standard Proposals and Quotations
- Putting the Tools in Motion

Unit 4 - Making the Sale

- Contact Management
- Responding to Inquiries
- Tracking Your Progress
- Making Professional Presentations
- Negotiating for Win-Win Results
- Closing the Sale
- After the Sale

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