

MARKETING YOUR BUSINESS

Why do customers buy your product or service? More specifically, why do they buy from you as opposed to your competitors? This workshop will give you an awareness of marketing tools and practices, which can help create and maintain customer relationships and increase sales and grow your business.

The success of any organisation is dependant on designing your entire business around your customers' needs, and this introduction workshop will show you how you can do this.

Do I need any experience?

No. Our trainers have designed the workshop to give you all the information and training you need to develop your skills.

What if I can't fit it in?

The Business Solutions @ Northbrook team understand how hectic life can be sometimes; it's for this reason that we're happy to customise this workshop for individual employers and ensure flexible delivery, either on your premises or at Northbrook College (A company costing will be provided once your training needs are finalised).

What will I gain from this course?

Upon completion of this workshop you will receive a Northbrook College Certificate of Attendance, easy to follow handouts, and enough knowledge to proceed and progress onto other workshops and IT courses.

What are the specific details?

Price £85.00
Duration 3 hours

For the latest course information including dates, please visit our website and select 'Our Training' from the top right of the page:

www.northbrook.ac.uk/BusinessSolutions

How do I enrol or get further information?

For further information, or enrolment, please contact the Business Solutions @ Northbrook team on:

☎ (01903) 606 114

✉ business.solutions@nbcoll.ac.uk

🌐 www.northbrook.ac.uk/BusinessSolutions

📍 Business Solutions @ Northbrook, 17 Liverpool Gardens, Worthing, West Sussex, BN11 1RY



What will I learn on this course?

This workshop will cover:

- > Putting Customers first
- > Understanding marketing
- > The marketing mix
- > Knowing/understanding your customers
- > Building relationships
- > The importance of building strong brands
- > Constant improvement
- > Differentiation
- > Development
- > Achieving growth
- > Maximising publicity
- > Campaign planning
- > Advertising campaigns: Press, Magazines, Radio, Direct Mail, the internet
- > Developing your strategy