

## MARKETING MATTERS STRATEGIES FOR SUCCESS

### Business Solutions @ Northbrook

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Why do customers buy your product or service? More specifically, why do they buy from you as opposed to your competitors? Most of us are so busy producing our products and services that we gradually lose touch with our customers real needs, wants and choices. To increase sales and grow your business you need to get inside your customers heads and figure out what their needs and wants are, after all, their continued purchases are what will keep you in business.

### Who is this course for?

This workshop is designed to introduce participants to the principles of marketing. The success of any organisation is dependant on designing your entire business around your customers' needs, and we'll show you just how to do that.

### 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; its 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 do I gain on completion?

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. Oh, and don't worry - there are no examinations or assessments on this course!

### What are the specific details?

- > **Duration**  
One day (09.30-16.30)
- > **Dates Available**  
For the latest workshop dates please check out our website or call our Customer Services team who will be happy to help.
- > **Venue**  
Will be confirmed upon booking (if advance notice is required, please call our Customer Services team)
- > **Cost**  
£138 per person, per workshop\*  
\* Group rates may apply

For further information, enrolment, or to arrange a free visit from one of our Business Training Advisers to discuss eligibility and options open to you and your staff, please contact the Business Solutions @ Northbrook team via one of the methods at the top right of this page.



### What will I learn on this course?

This One day workshop will cover:

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