

## Half-Day Workshops

### 1. Marketing Workshop

Introduction to Marketing

Client needs  
Marketing mix  
Product life cycle  
Market Research

Break

Market Segmentation  
SWOT Analysis  
Competitor Awareness  
Competitor Reaction

### 2. Market Strategy and Selling Skills Workshop

Development of Marketing Strategy  
Implementation of Marketing Strategy

Break

Presentations of Market Strategies  
Promoting your Business  
Features and Benefits  
Advertising  
Presentational Planning  
Making and Closing the Sale

### 3. Sales Technique Workshop

AIDA  
The Marketing Mix  
Presentation Planning  
The Selling Process

Break

The Sales Conversation  
8 Ways to Close the Sale  
Selling Skills  
Allied Sales  
Final Routine

### 4. Franchising Workshop

What is Franchising?  
The National Scene  
Advantages of Franchising  
Disadvantages of Franchising  
Evaluation of a Franchise

Break

The Business Plan  
Franchise Development Procedures  
The Franchise Package

### 5. Export Awareness Workshop

Theme for the day  
Why Export?  
Company Healthcheck  
Decision to Export  
Issues to consider

Break

Export Model  
How Company Healthcheck supports Model  
The Next Step