



**Seminar Title:** Introduction to Professional Marketing

**Duration:** 3 Days

**Price:** \$2,695

### **Why Seminars by The Taylor Group?**

We have designed all of our seminars to focus on only one, key, objective:

**"Increasing the profits of the companies that pay for their employees to attend our seminars"**



We do this with the following seminar components:

#### **1) Know Your Instructor:**

We share each seminar leader's biography for each seminar, before you buy. If you don't like their biography then we don't expect you to purchase our seminar.

#### **2) Personal Contact Before Seminar:**

Each seminar leader personally contacts your employee by phone or e-mail before the seminar begins, to ask about the key skill and knowledge items your employee needs to focus on during the seminar.

#### **3) Assessments Done Before Start of Seminar:**

Each of our seminars includes one or more employee assessments that are completed before the seminar even begins. These seminar assessments are in several personal development areas including:

- Personal Communication Style
- Management Strength Assessment
- Marketing Knowledge Assessment

Each assessment is done online before the start of each seminar so we can insert more profitable content into the classroom sessions.

#### **4) Luncheon Seminar, "Lessons From the Field":**

During one lunch period of the seminar, we invite back a recent graduate of this seminar and ask them to share with your employee, how the graduate has worked to improve his firm's profits with the skill and knowledge learned in each seminar.

This is to help "Jump Start" your employee's thinking on how to apply the many profit building ideas we share with them.



#### **5) Live Reinforcement Webinars at Months 4, 8 and 12 Months After the Seminar:**

Our seminars are designed to focus on helping your employees implement the best practices described in our seminars. Therefore, we include in the seminar price, three, live, instructor led webinars **at 4, 8 and 12 months after the last day of the seminar.**

#### **6) Recorded Reinforcement Webinars Available for 24 Months After the Seminar:**

If your employee is not available to join a profit reinforcement webinar, it is recorded for them with the voices and profitable ideas from their classmates and is made available **for 24 months after the last day of the seminar.**

#### **7) Buy It!**

Finally, if you can find another seminar from a different adult education provider that will increase your firm's profits more than our seminar, then buy it!

#### **Seminar Introduction:**

Marketing is at the epicenter of any successful business strategy used by leading organizations to compete and win in the global marketplace.

Marketing is the:

- Engine that drives your company
- Bedrock on which the strategic business and sales plans are built
- Fuel that accelerates your profit



Marketing strategies are the business techniques used by the 'Winners' to keep their customers, while taking market share from competitors.

To effectively manage and compete in the increasingly complex and aggressive marketplace everyone in the organization, especially the Marketer, must have a thorough understanding of all the forces, both internal and external, that can and will impact the profitability of Products, Services and your firms ultimate survival.

This unique seminar is designed to provide the 'hands-on' tools, techniques and marketing skills that individuals must master to help drive the corporation towards its goals and objectives. While many people understand marketing concepts, today Marketers must be 'Strategists' that can think and act "Outside the box".

Theory is fine, but marketers must know and understand marketing application, or "How to execute"!

Additionally, they must be able to convince management to support and fund their "Strategic Marketing Plans".

Participants will learn 'what to do' as a marketer and 'how to do it', and most importantly, they'll explore, discuss and share 'first hand' experiences from the course leader. Participants will learn application, 'what works' and 'what doesn't'.

This seminar identifies the core tools and techniques you need to use as an effective marketer and add value to your products and services while increasing profits.

### **Learning Objectives:**

At the conclusion of this program, participants will be able to profitably demonstrate:

- Both the "What" and "How" of their duties as a Marketer
- How to set priorities
- How to increase the profitability of their products and/or services

You will:

- Identify what "Marketing" is and how it fits into your organization to gain the support of senior management for this business function

➤ Define the term "Marketing" and be able to describe the marketing mix of:

- ❖ Product
- ❖ Place
- ❖ Promotion
- ❖ Price

or 4P's, to describe how you can increase the profits of products and services within your firm

- Be able to create a "Feature - Benefit Analysis" for products and services to increase the effectiveness of your firm's sales tools and promotional materials
- Be able to develop a "Sustainable Competitive Advantage" (SCA) to increase the profitability of your products and services
- Be able to create the strategic components of an "Annual Strategic Marketing Plan" to generate this important sales and profit driver
- Be able to create a "Strengths, Weaknesses, Opportunities, Threats" (SWOT) analysis to your firm's products and services and key competitors by segment to identify new profitable business opportunities
- Be able to manage the internal and external pricing forces to improve your firm's profits by creating effective pricing levels not just discount levels

### **Your Return on Investment in 12 Months:**

We have designed this seminar so that you can expect to receive a 100% dollar return on your direct seminar cost within the first 12 months after the last day of this seminar.

Remember that included with the seminar price are three, live, instructor led, reinforcement webinars for your employees.

These are offered at months 4, 8 and 12 months after the seminar to help ensure that your staff is immediately implementing many of the profitable ideas contained in the seminar.





### **Who Will Most Profit by Attending:**

The people in your firm that will most profit by attending include the individuals with the following job titles:

1) Job Title: Product Manager, Market Manager and Category Manager

Function: Manages a product or set of products in various geographic markets.

Responsibilities: To develop, recommend, and execute plans that grow the business strategically, in order to achieve corporate sales and profit objectives for the assigned products using marketing mix elements and other company resources.

2) Job Title: This seminar is also helpful for those individuals who need to interact with Marketing, such as:

- Sales Representatives
- Communications Managers
- Account Managers
- Business Development Managers
- Research and Development Engineers
- Manufacturing Management
- New Product Developers
- Accountants and Engineers

Function: Manages business functions within various departments outside of marketing

Responsibilities: To develop, recommend marketing components and interact with marketing staff and leadership

(continued)

### Our Faculty:

Our Faculty Member for this seminar is, Stephen Rayfield.

Stephen Rayfield, “Marketing Strategy Mentor”, has developed hundreds of strategic marketing plans and taught over 13,000 people, over 23 years, how to use a variety of marketing tools and techniques to add value to their products and services.



His business experience spans Fortune 100 corporations, small businesses, international services, plus a variety of real life firms where he gained extensive hands-on experience as a senior marketing manager.

He is a marketing strategist, trainer, keynote speaker, knowledge mentor, author, speaker and “Master Marketer”.

As President of ESIL, a marketing consulting firm, he uses marketing efficiency to create, mentor, and manage profitable, integrated marketing programs to focus businesses for growth.

He is the author of several eBooks on marketing and the internationally sold book, “Why My Company Needs Integrated Marketing Now.”

His latest book is a business golf system, “Success Golfing With Clients”.

Steve’s focus is in the areas of:

- Marketing plan generation
- New product or service systems development
- Strategic planning cycles
- Product management
- Competitive planning
- Training program creation

Contact: You are invited to contact Steve via his firm’s website at:

- <http://esilmarketing.com/contact-stephen>



## Program Content:

### **Module 1: Marketing Foundation Concepts**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Cover the background of marketing
- Develop a definition of Marketing
- Identify how marketing fits into the organization
- Select what marketing does
- Define the core issues marketing manages
- Compare the differences between Marketing and Sales

### **Module 2: Marketing Mix the Big Picture**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Explore the marketing mix elements
- Distinguish the 4P's versus the 4C's
- Define and apply the Feature-Benefit analysis
- Construct the Customer Service Matrix

### **Module 3: Marketing Strategy Dynamics**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Identify and understand the strategic marketing pyramid
- Define the basic strategic planning items
- Use the SMART acronym to strengthen your goals and objectives
- Cover the original SWOT analysis
- Describe the concept of sustainable competitive advantage
- Discover the effectiveness of goals and objectives

## **Module 4: Strategic Marketing Plans Dynamics**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Define the difference between a Strategic and Annual Marketing plan
- Identify the annual marketing plan Target Audiences
- Review the strategic annual marketing plan format

## **Module 5: Product Focus**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Discover the Product/Service life Cycles stages
- Identify the product and service life cycle management strategies
- Define a positioning statements model
- Construct and make strategic decisions with ESIL Portfolio matrix

## **Module 6: Strategic Pricing Options**

Learning Objectives

After completing this chapter, you will have increased your ability to:

- Describe the internal and external pricing forces
- Identify the participants in the pricing process
- Exploding the fundamental pricing objectives
- Understand the various pricing strategies

## **Module 7: Place (Distribution)**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Discuss the various distribution channels
- Examine the direct distribution strategies
- Review the indirect distribution strategies





## **Module 8: Effective Promotion Tools**

Learning Objectives:

After completing this chapter, you will have increased your ability to:

- Identify the various marketing communication options
- Define the Marketing Communication promotion tool list
- Compare and contrast the Internet social media options
- Explain how to effectively utilize marketing communication with a purchase model.

## **Module 9: Case Study:**

- Focus on team exercises from Day 1 & 2 to apply lessons learned
- Review and improve Strategic Marketing Plan Team presentations on Day 3

**( End of Seminar Description )**