



# MARKETING SKILLS

"Marketing is no longer about the stuff that you make, but about the stories you tell." - Seth Godin

There is an oversupply of products and services in Australia, so why should I buy from you? If your people answer that your product/service is better quality or a better price then this is a must attend program. Your people will learn more strategic ways to develop sustainable competitive advantages between your organisation and the competition. Learn how to develop targeted campaigns, measure their success, and adapt to the ever-changing consumer landscape. This course will help you sharpen your marketing skills and stay ahead of the game. Join us and take your marketing skills to the next level.

## Key Course Content:

- Understand the 4P's and decide if they are relevant.
- Understand the different market channels available.
- Understand that profitable customers are a priority.
- Position your organisation as a value option.
- Understand how to communicate, create and deliver value.
- Understand buyer behaviour.
- Decide your competitive advantage.
- Understand some marketing metrics and their relevance.
- Understand the decision-making process model.
- Reward behavioural patterns that are profitable.
- Develop a CRM plan.
- Build levels of loyalty with targeted customers/clients.
- Adopt an Integrated Marketing Communication strategy.
- Build a customer/client first orientation



## Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



## Duration:

This course is available as a 1-day course or a truncated ½ -day course.



## Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



## Group Size:

We recommend a group size of 4-10 people.