

CPD Course in Business Marketing

Open Learning Programme Information

<p>Programme Information</p>	<p>Course Outline</p>	<p>Module A: Marketing Your Business</p> <ul style="list-style-type: none">• Why do market research• Who will be your typical customer• What will they want• Why will customers buy from you• How to do market research successfully• SWOT analyses• Your marketing plan <p>Module B: Advertising & Promotion</p> <ul style="list-style-type: none">• Planning – position & strategy• Advertising a business• Promoting a business <p>Module C: Personal Selling Skills</p> <ul style="list-style-type: none">• What is selling• Building blocks leading to a sale• Handling incoming calls• Making appointments by phone• Reaching the decision maker• The sales presentation• Telephone selling• Handling objections• Keeping records• How to motivate yourself
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