

Workshop: Six Promotional Strategies

Does your sales team feel comfortable networking? Do you use referrals to gain access to new clients? How do your client/customer-facing team members keep in touch with clients and customers?

In this two-day session, you'll get tips and tricks on *enhancing existing relationships* and simple tactics on creating new ones.

Double your prospect list and get your clients and customers to send you new business with these key promotions strategies.

Get everyone in your company involved in growth-oriented behavior – and use these *strategies to strengthen your company's marketing and promotion abilities*.

The General Idea:
This one-day workshop will create successful growth plans by building personal promotion skills and developing marketing strategies.

Topics Include:

- The Six Strategies: Direct Outreach, Networking, Keeping in Touch, Writing, Speaking, Referrals
- Creating a Personal Plan for Promotion
- Turning Plan Into Action: Scheduling
- Tracking for Results: The Follow Up Strategy

Why sign up for the Six Promotional Strategies?

- You want to **create opportunities to build company awareness**.
- You need to **align promotional efforts** and come up with a plan.
- You want to **create opportunities for key messages** and promote value.
- You need to **develop qualified leads** for sales efforts.

Create new opportunities immediately—engage The Right Idea today!

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