

## MARKETING

Our Marketing Essentials Workshop will ...

- Help you to understand marketing
- Identify your USP
- Discover the material you really need
- Focus on the right approach for you
- Minimise your market research
- Recognise the right marketing media
- Help you keep your customers

**You need our  
MARKETING ESSENTIALS WORKSHOP**

The Loft At Brockweir offers:

- ◆ A quiet location
- ◆ An ecologically friendly environment
- ◆ Eight computers with fast broadband, fax, projector and colour laser and photo-quality printing. Free wireless hotspot
- ◆ Disabled access
- ◆ Excellent catering facilities
- ◆ Exhibition display systems hire
- ◆ In-house stationery and web design

Contact:

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Visit our web site:

[www.theloftatbrockweir.co.uk](http://www.theloftatbrockweir.co.uk)



Move up with our

# BUSINESS DEVELOPMENT WORKSHOPS

The Loft  
at Brockweir

Just getting going? ▶▶▶▶  
Marketing problems? ▶▶▶▶  
Sales pitch not working? ▶▶▶▶  
Exhibition blues? ▶▶▶▶



The Loft at Brockweir

## You need our SUCCESSFUL SELLING WORKSHOP

Our Successful Selling Workshop will help you to:

- Schedule your sales meeting for maximum effect
- Look and sound the part
- Take the right material with you
- Use sales techniques that work
- Present your products and services
- Make persistence really pay

**SALES**

## BUSINESS START-UP

Our Business Start-up Workshop will provide the answers to:

- Where do I start?
- How do I structure a business?
- How can I market and sell my products and services?
- What happens if it all goes wrong?
- How do I cope with too much/ too little business?

**You need our  
BUSINESS START-UP WORKSHOP**

Just starting up?

Already established?

Our workshops, led by an experienced professional, will help you to:

- ◆ Structure your business
- ◆ Plan for success
- ◆ Market your products and services
- ◆ Sell with confidence
- ◆ Succeed at exhibitions

Our highly experienced workshop leaders have enjoyed long and productive careers in business management, consultancy and project management.

You will benefit from their long associations with Small to Medium Sized Enterprises as well as their board level knowledge within national companies.

*Each workshop is limited to ten participants to ensure our workshop leader can tailor the course to your business requirements.*

## You need our EXHIBITION BASIC WORKSHOP

Our Exhibition Basics Workshop will ensure you:

- Know what you are trying to achieve
- Know how to properly prepare for an exhibition
- Identify the equipment you need
- Identify the materials you need to support your efforts

**EXHIBITION BASICS**

Reasons for using our Our Business Development Workshops:

- ◆ Low Cost
- ◆ Packed with helpful advice
- ◆ Focussed on your needs
- ◆ Set in the heart of the glorious Wye Valley
- ◆ Comprehensive facilities and equipment

