

LEADERSHIP Module 531 Marketing: Knowing Your Fits

Randall Resources Intl

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PRESENTER: Jack Randall

FORMATS: Presentation / Seminar / Workshop

TITLE: Is Your Marketing Giving You Fits ?

SYNOPSIS:

Putting together or updating your Company Marketing Strategy? Many look at such a task as quite intimidating, but it need not be that way if you understand the concepts and know where to begin.

In this eye-opening session, attendees will:

1. Explode common myths related to Marketing.
2. Explore why knowing the “Five P’s” is critical before you can effectively Market.
3. Examine why not knowing your “Fits” can truly give you fits.
4. Exchange ideas on how developing an “Attitude” can be a good thing.
5. Expand their understanding of how Marketing and Planning can help to predict your future.

***This session is best utilized in combination with Customer Service Module 212: Understanding Generational and Cultural Influences*



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