



Master Performance.
Realize Results.



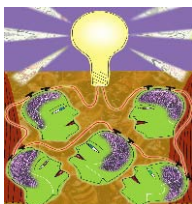
GMP Mastery™ Coaching Workshop Description

The Sixth Commitment of Mastery: **“We must Credibly Connect With and Consistently Delight Customers!”** requires that everyone in your organization be a salesperson with their focus on making it easy for customers to buy and successfully use our products or services.

Marketing is an essential business discipline and its vital contribution to the success of an organization is widely recognized. Successful marketing results in stronger products, happier customers, and bigger profits.

Whether the whole marketing function within your business is your responsibility or whether it is a peripheral activity, this workshop will show you how to take a strategic approach to the task. Covering basic concepts such as the marketing mix, essential skills including direct mail, and the fundamentals of marketing strategy, this workshop is an invaluable guide to improving your marketing performance.

You will be challenged to evaluate your effectiveness as a marketer and develop a specific and customized action plan for applying the workshop critical thinking and practice points to your organization.



Marketing Effectively

Workshop Critical Thinking and Practice Points

Putting Customers First

- Understanding Marketing
- Analyzing the Marketing Mix
- Getting to Know Your Customers
- Understanding Customer Buying
- Building Relationships
- Winning New Customers

Building Strong Products

- Improving Your Products
- Differentiating Your Products
- Developing a Brand
- Achieving Growth Through Products

Maximizing Publicity

- Planning a Campaign
- Advertising in Print
- Advertising on the Radio
- Mastering Direct Mail
- Using the Internet

Developing a Strategy

- Thinking Strategically
- Setting Objectives
- Achieving Our Goals
- Effecting the Strategy
- Gaining Support
- Accessing Your Marketing Ability