

MARKETING FOR BUSINESS OWNERS

3 - DAY WORKSHOP

INTRODUCTION

Learn practical ways to plan and execute cost-effective and innovative marketing strategies for entrepreneurs and small business owners. You also learn about new-media marketing, including blogging, viral marketing, video marketing, Twitter, Facebook, LinkedIn, word-of-mouth, networking, creative brainstorming in tandem, and more.

WHO SHOULD ATTEND?

Anyone and everyone who owns a small business or is thinking of starting one that wants to create more and better brand awareness, identify more potential sales leads, and/or differentiate themselves in the market.

COURSE OVERVIEW

- Design Strategic Marketing Strategies to grow your business
- Learn the Four P's of marketing - the complete marketing scope
- Calculate the effectiveness of advertising and compare options
- Develop a marketing plan with clear steps for implementation
- How to create a real "direct response" to generate leads
- The best "bait" to get people to give you their information so you can follow
- Why you should NEVER trust a designer to create your website
- The secret to getting your customers to pay you each and every month

TRAINING METHODOLOGY

Our Expert Facilitator makes use of some of the following tools and methodologies to ensure transfer of knowledge and experience- Explanations, Group discussions & Team work, Individual exercises, Question& Answer sessions and Feedback.

CERTIFICATION

This course is not aligned to a certification path, however delegates **will receive** a certificate of attendance.



WHATS INCLUDED?

- An Expert Facilitator
- Course Material
- Premier Training Venue
- Lunch and Refreshments.



TOPFLOOR REGISTRATION FORM

MARKETING FOR BUSINESS OWNERS
3 DAY TRAINING COURSE

Please complete the following details and e-mail to TopFloor:

Email: info@topfloor.co.zm

TRAINING CONFIRMATION FORM

Course Name:	
Course Dates:	
Course Price:	
Delegate Name:	
Contact Number:	
Company :	
Physical Address	
Postal Address:	
Contact Name (payment queries):	
Contact Tel and e-mail:	
Number of Attendees:	
<i>Note: Upon confirmation of number of attendees, we cannot accept cancellations, however substitutes are welcome.</i>	

TERMS OF BUSINESS

- **Payment Terms:** The invoice is to be paid in full prior to course commencement. If payment has not been received, training cannot commence.
- **Postponements:** 50% of the invoiced amount will be invoiced regardless of the notification period. This amount will be held for a period of 3 months in order to cover postponement costs. In the event that the course commences within a 3 month period thereafter, this amount will be applied to set-off part of such course cost.
- **Cancellations:** Written cancellation must be received no later than 15 days prior to course commencement date. A 50% cancellation fee will be charged. If this written notification is not received timeously, you will be liable for the full amount.
- **Delegate attendance:** We will not be held responsible for lack of delegate attendance. You will be responsible for the full payment if delegates do not attend the stipulated training.

ACCEPTANCE

I _____ Position and Company, _____ being duly authorized, hereby approve the terms and conditions of the above.

Signature _____ Date _____

