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# Secrets of Marketing for Manufacturing Suppliers

## On-Site Seminar

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*Secrets of Marketing for Manufacturing Suppliers* will provide you with the information you need to successfully compete in today's global economy. By attending this Seminar, you will learn how to:

- Position your company for growth and expansion
- Establish achievable goals and objectives
- Choose and implement a Marketing Strategy
- Create the tools you need to succeed
- Manage the Sales and Marketing cycle

The Seminar is designed for presentation to Senior Managers, Department Managers, Sales and Marketing personnel, and Customer Service personnel. *Secrets of Marketing for Manufacturing Suppliers* consists of four instructional units and requires approximately eight hours for presentation.

Seminar participants receive a Seminar Binder including copies of all slides, reference information, and additional materials.

Call us to learn how to prepare your company to compete in today's global economy.

### Seminar Outline:

#### Unit 1 - Market Positioning

- Sales and Marketing in a Global Economy
  - The Global Marketplace
  - World Class Suppliers
  - The Importance of ISO 9000
- Defining Who You Are
  - Mission
  - Vision
  - Policies
  - Actions
- Defining Your Products and Services
  - Definitions
  - Defining Your Products
  - Differentiating Your Products
- Understanding Your Strengths and Weaknesses
- Understanding Your Competition
- Understanding Your Customers
- Setting Sales and Marketing Goals
  - Analyze the Past
  - Predict the Future
  - Set Breakthrough Goals

#### Unit 2 - Planning for Expansion

- Choosing Your Marketing Strategy
  - Definitions
  - Types of Marketing Strategies
  - Choosing Strategies that Work for You
- Selecting Sales and Marketing Personnel
- Selecting Independent Representatives
- Developing Your Business Plan
  - Elements of a Business Plan
- Establishing Your Sales and Marketing Budget
  - Marketing Expense Elements
- Determining the Need for an Agency

#### Unit 3 - The Tools of Marketing

- Selecting Equipment and Software
- Establishing Your Company's Identity
- Creating Sales and Marketing Literature
- Developing Effective Presentations
- Preparing for Public Relations
- Creating Display Advertising
- Creating Standard Proposals and Quotations
- Putting the Tools in Motion

#### Unit 4 - Making the Sale

- Contact Management
- Responding to Inquiries
- Tracking Your Progress
- Making Professional Presentations
- Negotiating for Win-Win Results
- Closing the Sale
- After the Sale

For more information on our complete range of products and services, please visit us on the web, call, or write...

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