

BUSINESS SOLUTIONS - ESSENTIAL BUSINESS SKILLS
SUPERVISION AND MANAGEMENT SHORT LEARNING PROGRAMME: *MARKETING AND SALES*

ALIGNED TO SAQA UNIT STANDARD ID: 252196 - DESCRIBE THE FEATURES, ADVANTAGES AND BENEFITS OF PRODUCTS AND SERVICES

Duration:
1 DAY PROGRAMME

Marketing is the process of creating customers, and customers are the lifeblood of your business. The first thing you want to do is define your marketing strategy. There is no single way to approach a marketing strategy; your strategy, should be part of an ongoing business-evaluation process and unique to your company. In this one day workshop, learn about the common steps that you can follow which will help you think through the direction and tactics you would like to use to drive sales and sustain customer loyalty.

Programme overview:

- Demonstrating an understanding of features, advantages and benefits (FABs)
- Identifying FABs of different products and services
- Recording FABs
- Communicating FABs to prospects and customers

The following are included in the Course Fee:

| | |
|--|------------------|
| Tuition, student support and research supervision, any assessments that may be completed | |
| Meals | |
| Certificate of attendance | |
| TOTAL | R 1250.00 |

.....
 I, (student/payment sponsor), acknowledge that I understand the information stated in this document.

Date:

Signature:

This Information Sheet forms part of your enrolment contract

The content of this information sheet is subject to change without notice due to legislation, market requirements or any other reason. ELMI reserves the right to change the programme subject matter without notice.

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 Reg No: 2008/021076/07

QCTO Accreditation:
 Skills Development Provider
 Accreditation no:
 QCTO NATED/14/0062