

Marketing Coaching- 6 Half Day Coaching Programme

Duration	6 x half days (3 hour) coaching sessions
Service Description	<p>Intensive coaching sessions that are designed to be used by NZTE Clients to best fit their needs. A sample programme is:</p> <ol style="list-style-type: none"> 1. Development of a 12 month calendar to allow planning for existing events and commitments, as well as new work. 2. Coaching for the setting up of a client database to allow for sales management, customer communications and relationship development 3. Review of sales tools and sales support/ promotional/ point of sale material, and its use so that it can be clearly linked to bringing in leads and making sales 4. Establishment of a regular and effective customer communication structure to support sales activity 5. Review of sales and prospecting processes and approaches to new customers 6. Preparation for ongoing profile building 7. Establishing Internet marketing plan 8. Review and establishment of product branding and positioning <p>Additional coaching sessions can be added to this programme as and if required.</p>
Included Collateral	<ul style="list-style-type: none"> • Based on desired outcomes of the Coaching Program
Outcomes	<p>Provided you complete the required homework, by the end of your sessions, you will have developed a focused, co-ordinated and efficient approach to your marketing activity</p>

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