

Xalt Business Solutions - Basic Sales & Marketing Techniques for Small Businesses

BRANDING

How do you use graphics and messaging to successfully win customers, build repeat business, and gain sales momentum.

SALES AND MARKETING

Learn how to take a measured, predictable, and sustainable approach to the sale and marketing of your products or services.

ANALYSIS

How do you measure sales and marketing success? Time is money, and you want to make sure you are spending yours in ways that allows you to be as efficient and profitable as possible.



Are you a small business owner that feels like you are just “winging-it” with respect to your sales and marketing efforts? Do you know where, how, and when to spend your hard earned time and money to drive your business? Do you know how to evaluate your efforts and define success or failure? Do you know how to earn customer loyalty and repeat business, while gathering customer data and referral information to grown your future business success? Mike Sollars, our senior business and technologies consultant, will provide you with sustainable processes and unique and inexpensive tools to help you get the ball rolling. Classes are kept small so that he can address your specific questions and help you achieve good workable, profitable, solutions.

What you will learn...

- ◆ Proper graphic development and use (brand development)
- ◆ Proper messaging development and control
- ◆ Who is your customer and what is your market (demographic analysis)
- ◆ Monetization - are your prices workable given your market and competition
- ◆ Sales, Marketing, and Advertising definitions and use
- ◆ Sales - Prospect qualifications (definition and tools)
- ◆ Sales - Communications and sales cycles
- ◆ Sales - Proper closing techniques and data gathering
- ◆ Marketing - What are the required basics
- ◆ Marketing - Networking, web sites, direct mail, brochures, yellow pages, etc.
- ◆ Marketing - Developing budgets and ways to measure success
- ◆ Marketing - Leveraging partnerships and organizations to grow your business
- ◆ Marketing - The importance of web sites and social media to drive revenue
- ◆ Sales and Marketing Analysis

To find out more about this course, or to enroll in an upcoming course, please visit our web site here: <http://www.xaltsolutions.com/XaltClassOverview.html>. If you have any additional questions please email us info@xaltsolutions.com.