

LBT-221: Intro to Marketing Principles

Instructor George Witt presents this service marketing training program with his own over the top yet engaging presentation style. George says the problem with marketing is that is such a big and complex subject with so much to learn. People ask George all the time if he has some 'simple' things they can do to better market service and repairs. Well George listened to you, and he does have some simple easy things you can do. He put together a very easy to follow concise plan, with things you can start doing to make more money in your shop today.



You can start doing these things today, not six months from now, not after hiring a design team to make a new yellow pages ad. If you want to learn how to pull in more profits this program is for you.

This training program comprehensively covers the following topics:

- * Customer buying motives
- * What customers want to buy
- * Learn types of customers
- * Defining your shops "USP"
- * Positioning your shop
- * Assessing your shop
- * Surveying your own customers

Runtime: 40 minutes

Topics Covered

Introduction
Selling What Your Customers Want to Buy
Developing Your Shop USP
Top Ten List

Market Analysis
Discount Coupons
Get Existing Customers in Your Shop
Conclusion

Supplements

Testing Resources
Manual
Videos
Discussion Forum
Certificate