



Sales and Marketing
Workshop No.1

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creative marketing

My approach

My objective

To ask challenging questions
Push you out of your comfort zone
Allow you to share your ideas and plans

Your opportunity

Get positive feedback from other members
Help you to improve your business
Learn new skills

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Elsmore Creative Marketing
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Workshop topics

Marketing

Strategy

SWOT | research | USP | Competitors | Competitors

Marketing Plan

Product | Price | Promotion | Place | People

Sales

Strategy & techniques

Lead generation | Filling the pipeline

The presentation | Closing the sale

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What makes these companies different?



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What is your USP?

- What problem are you the answer to?
- What quality makes you different or better?
- What can you do that others can not?
- Why should people buy from you?

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Need help?

If you need help to find you Unique Selling Proposition then why not call me now and request a FREE one hours meeting to discuss your marketing approach.

Contact: Malcolm Elsmore

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The logo for Elsmore Creative Marketing is located in the bottom left corner of the page. It features the word "ELSMORE" in a large, bold, white sans-serif font. Below it, the words "creative marketing" are written in a smaller, lowercase, orange sans-serif font. To the right of the text, there are several curved lines in white and orange, resembling a stylized 'E' or a series of concentric arcs. The entire logo is set against a black background.

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