



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Marketing Your Consulting or Professional Services

Course Number: AXO84–178sg

Topic-Level Outline

Part 1: Introduction

Part 2: Take Stock of Where You Are Now

Key Management Functions for Success
Managing Your Professional Service Firm

Part 3: What Are You Marketing?

Defining Your Business to Potential Clients
Mission Statement

Part 4: Who Are Your Clients and Potential Clients?

Deciding Your Marketing Strategy
Clarify Your Marketing Strategy

Part 5: Niches

Professional Practices Matrix
Important Questions about Your Practice

Part 6: Client Driven Marketing Vs Seller Driven Marketing

Client Buying Considerations
Professional Image and Your Practice

Part 7: Conducting Market Research for Your Firm

Obtaining Competitive Information
Analysis of Competitive Information

Part 8: How to Reach Potential Clients

Marketing Tactics
Personal Marketing Tactics
Impersonal Marketing Tactics
Review Marketing Tactics Checklist

Part 9: The Importance of Planning

Background on Planning
What Is a Good Marketing Plan?

Part 10: Developing Your Marketing Plan

Step 1: Set Measurable Six Month Goals
Step 2: Select Marketing Tactics
Step 3: Develop Marketing Tactics Calendar
Step 4: Implement, Monitor, and Revise Your Plan Accountability

Appendices

A: Research Study on Professional Service Marketing
B: Abbreviated Marketing Plan Form

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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