



## **“JUST ONE DAY” - MARKETING TRAINING**

**MAKE YOUR MARKETING MORE EFFECTIVE AND PROFITABLE,  
IN JUST ONE DAY- A RECESSION BUSTING TOOLKIT FOR SMALL BUSINESSES**

Claim the cost of this programme through Train to Gain, Government funding.

**“Just One Day” is an unique programme developed for Small Business owners  
to enable the maximum possible value to be delivered.**

The outcome is to make your marketing and sales activities generate a higher return and teach you the skills necessary to run successful campaigns.

We will demonstrate just what can be achieved when time and money are precious.

**In Just One Day we will show you:-**

- ✓ How to set up and maintain a sales database for your business.
- ✓ How to plan and manage successful sales and marketing campaigns to build a pipeline of new business opportunities.
- ✓ How to segment and target specific groups of prospects effectively.
- ✓ How to find the best and lowest cost sources of new prospects.
- ✓ How to compose and set up professional sales letters, ready for you to use instantly.
- ✓ How to use email marketing effectively without annoying people.
- ✓ How to use the telephone effectively for marketing and business development.
- ✓ How to increase your conversion rate from first meetings.

This programme is delivered at your business premises, in either 1 full day, or two ½ days whichever is most convenient for you.

**Prior to coming to you we put in at least ½ day of preparation to get to know your business and the issues you face, and the current marketing activities and results.**

### **The Trainer**

The programme is delivered by Caroline Castle, of Prospect Ally Ltd who has many years experience in Small Business marketing and training, is a full member of the Chartered Institute of Marketing and holds an MA in Marketing from Kingston University.