

Basic Marketing Concepts

For Sales Success Everybody Needs a Marketing Plan

Before anything happens in a Business you have to sell something -- a product or service. To do that it's vital to determine who is most likely to use your product or service. This important group is your market. It must be defined so you can best decide how to find and reach it.

You will have to determine where your customers are, the size of your market and when during the year your product or service will be most frequently used. If you're targeting consumers, what are their demographics? If you'll be selling to businesses what kind, size, annual sales and number of employees?

How will you deliver your product or service? What will be your terms of sale and your pricing schedule? Who will contact customers and what types of literature will you need? Your website will be essential, but you'll have to decide how to get potential customers to view it.

This is only the beginning of the questions you'll have to answer. Fortunately you will not be alone. SCORE counselors with a depth of knowledge and experience are here to help you. To get an overview of how to think about sales and marketing you'll immensely benefit from their Basic Marketing Concepts Workshop. Individual conferences to discuss your unique problems will follow the general discussion.

To register, fill out our Contact Us Form or call SCORE at (313) 226-7947.