



Helping you develop your business

Marketing For Advisers

Small businesses rarely have the time to study marketing, but they are the experts at it!

How will it benefit me?

It is your role as their adviser or consultant to help them identify what is being done, what needs to be done and formulate a marketing plan that meets the needs and aspirations of the business.

Participation in this Marketing for advisers workshop will enable you to explore the fuller meaning of marketing and introduce you to diagnostic and planning tools to help you when assisting your clients with their marketing approach and make sure that you cover all of your bases.

Your clients will value your approach and thoroughness so building loyalty and value in your work. The workshop and tools enable you to offer a "product" to your prospects and clients, helping them understand the role of the adviser or consultant more clearly.

Programme leader

A Chartered Marketer, accredited business adviser and small business owner himself, Dean Maragh has developed the tools based on best practice in both academic and 'real world' environments.

Dean has helped over 2000 advisers develop their skills to work more effectively and beneficially with their clients.

Dean's approach is very much hands on with the practical case studies and role plays featuring in this workshop.

How will it help me?

- Licence you to use tools and methods for diagnosing and planning marketing in the small business
- Your prospects and clients will value your service even more
- Provide a consistent, high quality approach and product to offer your clients

Who should attend

Advisers who offer help to businesses in a marketing context

Advisers who want to increase their portfolio of services

Consultants who wish to augment their existing methods or expand their approach

Self employed, employed or public sector are all welcome

The next step

Enrolling on this programme is simple and straightforward - and you have 3 ways of contacting us

- Email: info@the-watershed.co.uk
- Telephone: 0800 0680897
- Return the enclosed faxback



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