

Marketing *Mastery* Workshop Series

Presented by the Bethel, Brookfield and Newtown Chambers of Commerce

Practical. Tactical. Applicable.

Marketing is the anticipation and fulfillment of customers' needs taking account of an organization's core competencies. This workshop series takes professionals and business owners through advanced marketing principles. It equips them to build or enhance their own marketing capability to successfully address sophisticated customer demands.

This workshop series will be held at
Best Western Plus, 11 Stony Hill Road, Bethel, CT | 8:00 am - 10:00 am
Refreshments courtesy of Newtown Savings Bank.

Tuesday, September 23, 2014

Strategic Marketing & Planning

Featuring Linda McCaffrey

This practical approach will guide you through the essential marketing elements of a strategic plan to drive powerful tactical campaigns that will resonate with your customers and differentiate you from competitors.

Tuesday, September 30, 2014

Customer Relations & Relationship Marketing

Featuring Steven McFarlin

Come learn the sales and marketing skills you need to propel yourself to become a top performing salesperson using fun and effective methods. Learn what your "T" score is and how it can either make or break a sale or referral. Find out how to synchronize your marketing efforts by leveraging your reach through free social media and customer focused touches.

Tuesday, October 7, 2014

Working with Your Competition & Strategic Alliances

Featuring Mike Brooks, Nuclear Chowder

One of the best sources of referrals can surprisingly come from strategic alliances with your competition. Learn how to unlock the power of strategic alliances with your competition. Turn the most hated competitor into your biggest ally.

Tuesday, October 14, 2014

To Buy or Not to Buy-Dealing with Indecisive Sales Prospects

Featuring Max Nirenberg and Jay Spielvogel, Venator Sales Group

Business owners and sales people are faced with risk aversion and status quo issues when selling. In this 45 minute class we will explore why prospects get stuck and why conventional sales approaches actually compound the issue. Participants will be introduced to a brand new approach and a takeaway tool for helping prospects sell themselves.

Tuesday, October 21, 2014

Turning Conversations Into Clients

Featuring Kim Kasparian, Success Genie

Frustrated at networking meeting not knowing how to move the conversation beyond "hello, what do you do?" Join us and learn how to turn that pile of business cards into clients and rich referral sources.

Tuesday, October 28, 2014

Expert Marketing Panel

Featuring Moderator, Susan Merlo and

All Five Marketing Series Speakers

Get your marketing questions answered from our panel of marketing experts in an informal Q&A session.



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Chamber of Commerce
BUILDING A BETTER BETHEL



Office of Economic Development



Chamber of Commerce
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Chamber of Commerce

SCORE
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REGISTER TODAY

There is no fee to attend, however we ask that you please register at www.newtown-ct.com/workshops.
For a refresher on the basic principles of marketing, online webinars are available free at www.score.org/onlineworkshops.