



Sales and Marketing to Small and Mid-size Manufacturers

The Sales and Marketing workshop provides the set of skills companies need to create a simple business marketing plan for increased profits with limited funds and resources.

In this workshop you will learn how to:

- Determine the unique selling proposition (USP) and integrate it in all your sales and marketing materials
- Use of data-based marketing
- Create strategic alliance and partnership marketing
- Utilize media marketing
- Take advantage of community/public relations marketing
- Understanding internet marketing

Benefit:

You will come out of this workshop having created a structured marketing plan for your business.

The materials presented in this workshop are based on real life successes in a multitude of industries. At the end of the workshop participants will have created a structured marketing plan for your business.

Who Should Attend?

Business owners, top management and employees that interface with customers.

Date: January 18, 2012

Registration time: 8:00 a.m.

Workshop begins: 8:30 a.m. - 5:00 p.m.

Registration fee: \$119.00

Location: Science Center of Pinellas County
7701 22nd Ave., North
St. Petersburg, FL 33710
Phone: 772-384-0027

Supervisory Training

Training for new supervisors and experienced supervisors is essential. There is a direct correlation between well-trained supervisors and employees who are motivated, engaged, and productive. To be successful, floor supervisors must recognize and put into practice behaviors that inspire people, rather than alienate them.

The workshop addresses the day-to-day job tasks and interpersonal strategies to become a productive and respected supervisor. You'll learn proven managerial concepts, effective communication skills, the latest employee development techniques, and more. The workshop includes exercises, role playing and real life situations.

Topics learned:

- Definitions: manager, supervisor, leader
- What is leadership
- The role of the supervisor
- Workforce effectiveness
- Communication techniques
- Coaching and counseling

Who should attend?

Newly promoted and experienced foremen and supervisors who need to brush up fundamental skills.

Date: February 24, 2012

Registration time: 8:00 a.m.

Workshop begins: 8:30 a.m.

Registration fee: \$119.00

Location: Science Center of Pinellas County
7701 22nd Ave., North
St. Petersburg, FL 33710
Phone: 727-384-0027

For more information or questions on registering, contact **Florida MEP (321) 939-4000** or e-mail **crystalm@floridamep.org**

Register online at <http://www.floridamep.org/events/upcomingevents.htm>

Sign Up Now - Seats are Limited