

3.23 MARKETING STRATEGIES - SELLING A ROTTEN POTATO

This course is recommended for marketers who have to adapt to changing markets.

- Setting the podium
- Generating new ideas for your product
- Deciding on the packages
- Networking over a wide spectrum
- Profiling your client
- Writing proposals and quoting a fee
- Marketing strategies
- Another view of reality
- Staying focused
- Going with the flow