



Penetrating Your Markets Seminar

This two-day seminar helps the manager use a complete comprehensive field marketing system to identify and penetrate appropriate markets and develop a tailored marketing plan for the field sales officer. *Also available as self-study.*

The Marketing Approach

This session will cover the mechanics and procedures of the school, the benefits of target marketing, changing perspectives, market planning, and marketing factors.

Marketing Considerations

Participants will review a marketing consideration sample and will work on their own project. For company seminars, group discussion on levels of control for each marketing consideration will be discussed.

Selecting Markets

This session will cover the diagnosis step of DOME (diagnosis, objectives, methods, and evaluation), personnel analysis, product and service analysis, existing and potential markets, and characteristics of a good market.

Analyzing Personnel

Participants will review personnel lists and personnel analysis samples and will be given time to work on their own personnel project. The Market Analysis Interview Guide will also be discussed.

Analyzing Products and Services

Individually or in teams, participants will review the company product and services sample.

Analyzing the Territory

Participants will review the market analysis worksheet samples for existing and potential markets. Using the analyses of personnel, products, and services, plus knowledge of their territory, participants will begin to complete their own project work sheets.

Developing Market Strategies

This session will cover the four steps of DOME (diagnosis, objectives, methods, and evaluation): establishing market objectives, using marketing factors to establish methods, creating action plans, and evaluating results.

Setting Market Objectives

Participants will review sample market objectives and discuss some of the objectives they developed.

Deciding on a Market Strategy

Participants will review a sample market strategy and will be given time to work on their project.

Marketing Is a Team Effort

This session will cover recruiting people to markets, the sales representative's job, selecting people for markets, training people for markets, organizing for market penetration, impact on sales support functions, and supervising for market penetration.

Management Systems

Participants will review a sample candidate profile and will build profiles for some other market. They will also review a sample training plan and discuss supervisory techniques in preparation for completing project as part of postschool.

Implementing Your Marketing Plan

This session will cover monitoring your plan, reviewing sample action plans, and discussing postschool projects.