

Marketing 2020

ONE
DAY
CLASS



Dave Dunn

Natalie Kessler

Cost is \$395
per person.

Space is limited.

Available
one-on-one
counseling -
Ask for details.

- ▶ Learn how to attract relational customers
- ▶ Identify your "Want" and "Need" based customers
- ▶ Turn transactional buyers into customers for life
- ▶ Re-Engagement programs that work
- ▶ Contiguous Marketing

Marketing is "Everything" you do —

- ▶ Kinetic Marketing
- ▶ Creating emotional hooks that last
- ▶ How to effectively advertise
- ▶ Should you have your own jingle?
- ▶ Learn surefire ways to remove price pressure
- ▶ Exploit the available networks within your grasp
- ▶ Learn to sell what customers are buying with integrity
- ▶ Create a brand so powerful it will baffle your competition
- ▶ Develop employees who are brand ambassadors
- ▶ Discover your unique and durable competitive advantages
- ▶ Learn about Broca shock
- ▶ Create your very own "Purple Cow"



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