



Management seminars
Module 3 : Introduction to Marketing

Perfection made simple



Knowledge is power. That's why R-M has called upon the industry's leading experts to pass on the benefits of their knowledge and experience to help you manage your business more efficiently and more profitably.

The R-M Management Seminars have been developed to suit the specific requirements of bodyshop owners, managers and sales staff.

Our R-M experts have developed an excellent seminar, which ensures easy learning. Every delegate also benefits from the "real world" experience of the other managers at the seminar.

Module 3 : Introduction to Marketing

Effective marketing is an essential part of your business plan to capture corporate and retail business. The two day seminar provides an introduction to modern marketing in a clear, easy to follow format. The seminar enables bodyshop managers and staff with marketing responsibilities to prepare and initiate a successful marketing campaign.



Content

Management Seminar Module 3 defines what marketing is, what it can do for your business and how to develop a marketing strategy. This module also covers market analysis and defining your target market with customer ABC analysis, your bodyshop's position in the market, your catchment area and competition. The seminar takes you through the principles of marketing, the five Ps of the marketing mix, communication, key messages, planning and working with agencies to ensure marketing works for you.



Target group

Delegates from within the bodyshop with marketing responsibilities, in particular proprietors and bodyshop managers. The seminar will enable everyone to grasp the principles of marketing to identify new market opportunities to expand the business.



Objectives

This seminar lifts the lid on the latest marketing techniques. It provides those in the bodyshop that play a part in promoting the business, with the skills to analyse the market, based on practical case studies, then build a step-by-step marketing action plan, which can be implemented to the benefit of the business.



Benefits

The R-M Management Seminars are scientifically developed to ensure that delegates can work together and exchange marketing experience. Bodyshops learn to develop a competitive edge, attract new customers and enhance their image as a professional business.

Module 3 : Use the right marketing tools to increase your business !



Product Offer



Colour Universe



Programmes For Success



Training Programmes

R-M Automotive Refinish Paints
BASF Coatings S.A.S.
F - 60676 Clermont-de-l'Oise Cedex

Market Communication Department
Tel (33) (0)3 44 77 79 62
Fax (33) (0)3 44 77 78 86
www.rmpaint.com