



From Concept to Profit

The 5 Ps and other Proven Business Principles

Marketing is much more than sales and promotion. It is the entire process that surrounds what to sell, how to sell it, at what price, to whom and for how long. Marketing is not only the cornerstone of business; it determines success.

Firms achieve success from people. Outstanding managers are always improving themselves. Competition is relentless and the world is ever changing. So how do you avoid getting left behind in the dust?

Successful enterprises are led by people with a vision, sound plan and unconquerable drive. We cover how to transform a vision into a plan – GOSPA; how to lead by fostering ambition and integrity – PECC; and how to apply The 5 Ps of Trade to elevate success.

Our webinars give attendees information that they need, when they need it. Incorporating topics presented in the book, *Leading Edge Marketing*® by industry analyst Veronica Williams, we highlight strategies and techniques to successfully deliver computing and telecomm solutions – from concept to profit.

CONFIRM YOUR SPOT TODAY!

For more information call 855-5 The5Ps or 855-584-3577

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WEBINARS

1 HOUR WEBINAR

Marketing is much more than sales and promotion. It is the entire process that surrounds what to sell, how to sell it, at what price, to whom and for how long. Marketing is not only the cornerstone of business; it provided the foundation of modern day civilization. When conducted in a strategic and honorable manner, marketing provides the blueprint for a profitable and successful business.

This session will discuss how to develop win-win marketing operations that are conducted efficiently and with high integrity. In addition to The 5 Ps, topics covered will include:

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|--------------------------|--|
| GOSPA | Strategic Planning Framework |
| The 5 Ps | Product, Packaging, Place, Price, Promotion |
| The Marketing Mix | Putting The 5 Ps together <i>to optimize results</i> |
| TUMAC | The TUMAC Principle – <i>from Targeting to Closing</i> |

Suggested Attendees: A comprehensive perspective and approach to business management, from concept to profit. Designed for entry-level managers, new business owners, MBA & candidates and others who want an overview of how to create and build a successful business – from concept to profit.

2 HOUR WEBINAR

“Those who once believed in *build it and they will come* have often found that their creations resulted in a pipe dream rather than a field of dreams. Marketing is the main ingredient that determines whether a product will succeed or fail.”

Veronica Williams

This seminar covers The 5 Ps of marketing, management and delivery frameworks that have been used successfully for decades:

| | |
|--------------------------|---|
| GOSPA | Strategic Planning Framework |
| Product | The essence of what the customer buys |
| Packaging | How it is presented to the customer |
| Place | Where the customer can buy it |
| Price | How much, and how, the customer will pay |
| Promotion | Creating awareness and desire |
| The Marketing Mix | Putting The 5 Ps together to optimize results |
| TUMAC | The TUMAC Principle |

Suggested Attendees: A refined perspective of management for experienced executives in marketing, business development, finance, operations, venture capitalists, business owners and other involved in leading a business along the path from concept to profit. A minimum of a B.A or B.S degree plus 10 years of experience is recommended.

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