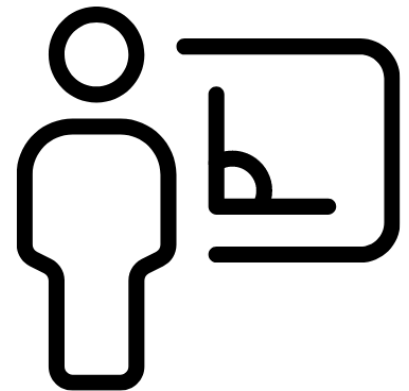


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

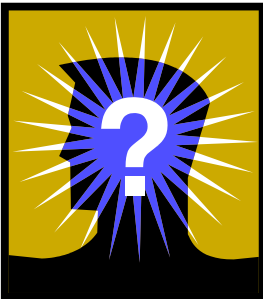
The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

Peter F. Drucker

Module Two: What is Marketing?



Sometimes marketing is confused with the simple act of selling or increasing sales. But, marketing is the channel companies take to grab the customers' attention and bring them to make a purchase. A team often manages marketing since the job itself can cover many different tasks and duties. It is often the first step in building a relationship with the customer and building brand recognition.

What is a Market?



A market is loosely defined as a medium where customers and sellers with shared interests and desires conduct business. For example, there is a transportation consumer market. A market has a broad definition, and it is necessary for marketers to find the customers in the market who will purchase their products. The process of identifying potential customers is finding a target market. Target markets generally consist of individuals who may or may not interact with each other, but they do share many common characteristics, such as values, interests, or buying habits. However, identifying similar traits is not all there is to a market – it also requires potential customers who have the interest and income to make the purchase. This is why defining and building a market for any company requires extensive market research.

Estimated Time	10 minutes
Topic Objective	Understand the definition of a market.
Topic Summary	What is a Market?

	Identify a market and target market.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	List some broad consumer markets on the board/flipchart. Ask the participants to break these down into different, smaller target markets.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is a market?

Marketing is Not Selling



Many people confuse the act of marketing with the act of selling because both involve the act of interesting customers so that they purchase your product. Selling occurs when the customer purchases the product or service. Marketing, however, is the art of grabbing the potential customer's attention, which will, hopefully, lead to a purchase. The goal of marketing is to leave an impression on the consumers, making your brand more recognizable and memorable to them. The key to marketing is providing knowledge about your company and your product, service or your brand. Your brand is what sets you apart from the competition. The more customers know about your brand, the more desirable the end sale becomes to the consumer. Building the brand and the brand awareness are the key points of marketing that can set it apart from selling.

Branding:

- **Connect with customers:** Reach customers on a personal level with different marketing methods.
- **Anticipate needs:** Use research to keep up with market trends.
- **Be consistent:** Always be consistent in your image, product, and customer service.

Sometimes the marketing process can take multiple touch points over a period of time, which is why marketing is not for the impatient.

Estimated Time	10 minutes
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Topic Objective	Differentiate selling from marketing.
Topic Summary	Marketing is Not Selling
Materials Required	Worksheet 1-Marketing Consider ways to market your brand.
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your ideas with the rest of the class.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to share their ideas.
Review Questions	What are some differences between selling and marketing?

Understanding Customer Needs



Since marketing is based on what will bring the customer to your company, it is only natural to consider the customers' needs and wants. Remember, your customers are your target audience, and you must address their needs and desires directly. A company cannot market a new brand of men's socks to a target of new mothers!

Points to consider:

- What does the customer want?
- What does the customer need?
- What is something that will benefit them?
- What makes the customer want to buy from you?

Understanding your target market requires market research. Basically, you must consume all the information you can about your customer base. Some research is available in the form of government statistics, but you must find some of the information from the customers directly. Direct sources include surveys and focus groups.

Estimated Time	10 minutes
Topic Objective	Demonstrate an understanding of the customer
Topic Summary	Understanding Customer Needs
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	Have individuals answer the points to consider questions based on different target markets. List the answers on the flipchart/board.
Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to share his or her ideas.
Review Questions	Who is your customer?

Defining Your Product or Service



Before you can begin to market your company's product or service, you must define what it is and what it can do for the public. Your product is what you offer to the public, but you cannot market your product to someone if you cannot first identify it yourself. Start with a definition of the product and what it entails. Outline specific characteristics along with the pros and cons of having it. Outline how it can benefit the consumer and what it can offer them once they buy it. What is its value? What would the customer be willing to do to have your product or service? These pieces

should bring the product puzzle together and help the marketer achieve a clear picture of what is being offered to the public.

Tips to remember:

- Know all aspects of the product or service.
- What does it offer the consumer?
- Define its qualities and benefits.
- Determine who your target audience would be.

Estimated Time	10 minutes
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Topic Objective	Define a product.
Topic Summary	Defining Your Product or Service Identify aspects of a product.
Materials Required	Worksheet 2-Define the Product
Planning Checklist	None
Recommended Activity	Complete the worksheet individually. Share your answers with the class.
Stories to Share	Share any relevant personal stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is a product?

Practical Illustration



When James opened up his restaurant, he was sure that people would love it. He sold hamburgers, and he reasoned that everyone loves hamburgers, so he was surprised when business was slower than he expected. He had a prime location in a wealthy, new suburb, so he knew that the people in the area could afford to eat out. James finally decided to perform a survey of the area to better understand his customers. He learned that most of his market was made up of health-conscious individuals who avoided hamburgers and

fried food most days.

Module Two: Review Questions

1.) What are potential customers?

- a) Target market
- b) Market
- c) Marketers
- d) Sellers

A market is a broad term. Potential customers who identify with a product are the target market.

2.) What is necessary to determine the market and target market?

- a) Customers
- b) Marketers
- c) Market research
- d) Income statement

There are different markets and target markets. Understanding markets requires market research.

3.) What is selling?

- a) Customer recognition
- b) Building a brand
- c) Knowing your target market
- d) Customer purchases the product

Selling is the process of convincing a customer to make a purchase from the company and then completing the sale with the exchange of payment.

4.) Marketing focuses on what?

- a) Money gained
- b) Gaining customer recognition
- c) Stock supply
- d) Customer purchase

Marketing is aimed at making the customer gain more knowledge about the company and learn brand recognition to draw patients in. While marketing may not lead to an actual sale, it can lead to potential customers who can refer others to your product/service.

5.) What is not something that will provide an understanding of customers?

- a) Survey
- b) Focus group
- c) Product audit
- d) Statistics

You must understand the customer to offer the best product. The other answers are examples of market research that help improve understanding of the customer.

6.) Which of the following should be considered in customer needs?

- a) How the customer can benefit from your product/service
- b) The age of the product
- c) How the product will increase sales
- d) How many complaints are expected from the product

It is important to understand your customer's needs, including their wants/desires, how they can benefit from buying your item, and how they can easily access it. Understanding these needs can help mold a more solid marketing plan and reach more potential customers.

7.) Which of the following is a step in defining your product/service?

- a) The name of the product or service
- b) Determining your target audience
- c) The age of the product or service
- d) Determining the date of the product

One of the most overlooked steps of defining a company's product or service is determining who the target audience would be. The company needs to first figure out the pros/cons of the products, its qualities and aspects, and then who would it best be suited for.

8.) What must be identified about the product besides its aspects?

- a) How long it will be relevant
- b) How it will work
- c) What its name will be
- d) What it can do for the public

The different aspects of a product must be identified. It is also necessary to determine the benefits of the product and what it can do for the public.

9.) A _____ is loosely defined as a medium where customers and sellers with shared interests and desires conduct business.

- a) Product
- b) Restaurant
- c) Market
- d) None of the above

A market is loosely defined as a medium where customers and sellers with shared interests and desires conduct business

10.) Always be consistent in your _____.

- a) Image
- b) Product
- c) Customer service
- d) All of the above

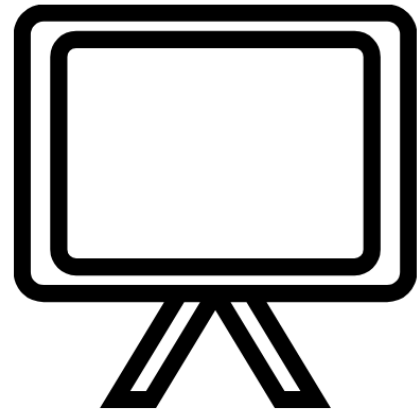
Always be consistent in your image, product, and customer service.

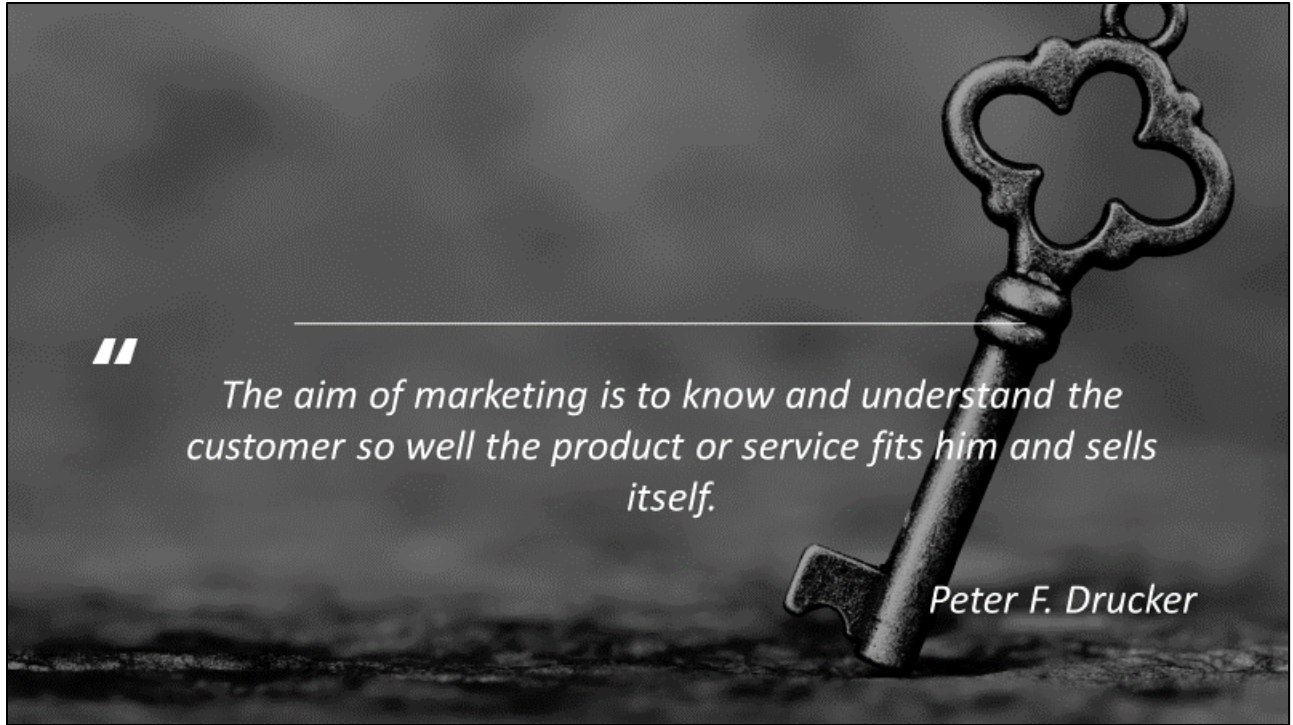
PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





“

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Peter F. Drucker

MODULE TWO

What is Marketing?

A team often manages marketing since the job itself can cover many different tasks and duties. It is often the first step in building a relationship with the customer and building brand recognition.



What is a Market?

A market is loosely defined as a medium where customers and sellers with shared interests and desires conduct business.

Marketing is Not Selling

- Connect with customers
- Anticipate needs
- Be consistent





Understanding Customer Needs

What does the customer want?

What does the customer need?

What is something that will benefit them?

What makes the customer want to buy from you?

Defining Your Product or Service

- Know all aspects of the product or service.
- What does it offer the consumer?
- Define its qualities and benefits.



Practical Illustration



- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service

Module Two: Review Questions

1. What are potential customers?

A. Target market

B. Market

C. Marketers

D. Sellers

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Marketing Basics

Quick Reference Sheet



Promotion

Any communication about the value and benefits that you have to offer is a promotion. People often confuse promotion with marketing. Promotion, however, is only one part of the marketing mix. It is important to balance promotion with the other Ps.

There are many different methods of promotion:

- **Advertising:** This is used to reach a mass market.
- **Selling:** This is small group or one on one communication.
- **Publicity:** This includes mentions in the press or online.
- **Word of mouth:** Customers are part of the promotion process, and word of mouth should not be ignored.



Price

The second part of the marketing mix is price. The price is what the customer pays, and it affects purchasing. A high price will discourage buying, but a low price may require a cut in product quality. Pricing is complex, but there are two basic pricing methods: value based and cost based.

Value based: This method of pricing is what the company believes the customer is willing to pay for the product. For example, parking may be based on a value-based system rather than the cost of the space itself. Value based pricing is driven by supply and demand.

Cost based: Cost based pricing is based on what the product actually costs to make. The costs are added up, and the price is based on what it takes to cover the costs and make a profit.



Choosing the Right Media

It is impossible to communicate with your target audience if you do not use the correct media. For example, overlooking social media for younger customers will almost guarantee that they do not receive your communication. Choosing the right media depends on your customer and your budget.

- **Radio:** This media only reaches a small group, but you can focus exclusively on your target market.
- **Television:** The media reaches a broader group, but it is expensive and the message may be ignored with DVRs.
- **Publications:** Reach your target market in specific publications.
- **Internet:** Banner ads and SEO broaden the market.
- **Social media:** social media allows customers to follow and share, but it requires monitoring and maintenance.



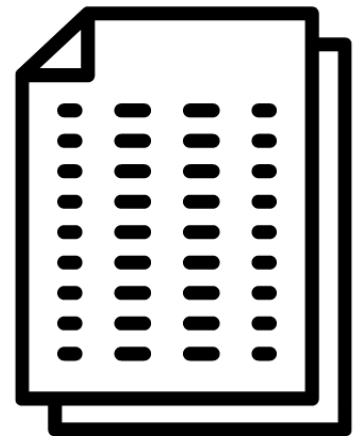
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Marketing

Consider your brand, and list what separates your company from the competition.

Outline a strategy for your brand.

Sample Worksheet 2

Define the Product

Take a moment to consider your product and your customers, and answer the questions.

What is your product?

Who is your target audience?

What does it offer your customers? What benefits does it provide?

Additional Notes:

Icebreaker: Getting Engaged

PURPOSE

This activity will help the group get to know one another, and to connect to each other by working on a common goal that they can refer to throughout the workshop.

MATERIALS REQUIRED

- Flip chart paper for each group
- Markers for each group
- Masking tape, non-marking adhesive, or push pins (depending on the room, to hang the flip chart paper)

TIME REQUIRED

20 minutes

ACTIVITY

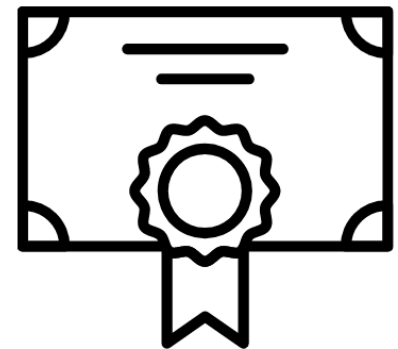
Have everyone introduce themselves by stating their name, where they are working, how long they have been in their current role, and one thing that they love about the work they do.

Form the group into smaller teams of four to six people. Each group must come up with the name, logo, and motto (if time allows) for their newly formed marketing company. They can capture the information on flip chart paper, and then hang them around the room for the day. As the workshop progresses, encourage them to write key words, phrases, or parking lot items on their sheets.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course
Marketing Basics

Awarded this _____ day of _____, 20____

Presenter Name and Title
