



888-553-0167
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7095 S. Garrison St.
Littleton, CO 80128

www.challenge-advisory.com



Marketing the Experience April 20th & 21st, 2010 Denver, Colorado

If you operate a consulting practice, provide training and development services, manage client relationships, or if you are responsible for business development for a team building center, the Marketing the Experience workshop will transform the way you reach out to your prospective clients.

We will teach you to:

Communicate the value of Ideal Client Relationships®
Establish a brand image that accurately reflects who you are
Show the value of your services so that clients gladly invest more with you

You will also learn:

How to write an effective Marketing Plan
How to develop products and services that clients will buy
How to be intentional with every point of contact
How to succinctly express the value of your services to anyone you meet

Marketing the Experience consists of two full days of interactive learning, skill building, classroom lectures, planning, group discussions, and powerful simulations. As part of the process, every attendee will also produce a marketing plan and set realistic sales goals for the next three years. Your tuition investment includes your workshop manual, a disk with electronic forms including sample marketing plan outlines, worksheets, and sample marketing strategies and tools. Registration is limited to 20 industry professionals with a minimum of 2 years experience.

Return on investment: No other training in our field is designed to produce such powerful business results. If you are ready to grow and you commit to using the skills learned here, you can expect to achieve entirely new levels of success as a result of this training.

Tuition:

\$899.00 per person. Register 2 people from the same organization for \$1598.00.

Dates: Tuesday April 20nd and Wednesday April 21st, 2010



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Workshop Registration Form

Name(s): _____
Organization: _____
Mailing Address: _____
City: _____ State/Prov ___ Zip/Postal Code: _____
Phone Number: _____
Email: _____ Website: _____
Number of Registrants: ___ Are you a previous Client: ___

Program:	<input type="checkbox"/> Marketing the Experience	\$899
	<input type="checkbox"/> Selling the Experience	\$899
	<input type="checkbox"/> Both Programs	\$1598

Number of Attendees _____ x rate _____ Total _____

Credit Card # _____ exp ___ / ___

Payment: We accept checks and all major credit cards!

Agreement: Please register me/my group for the program sessions marked above.

I have read and agree to the payment terms identified above.

Signature of Registrant/Representative Date

To pay by credit card, simply fax this form to:
(888) 553-0146

Mail and make checks payable to:
The Training and Advisory Group
7095 S. Garrison St.
Littleton, CO 80128



Marketing the Experience - Training Agenda
Day 1 - Tuesday, April 20, 2010

Time	Description
8:30am	Welcome and Training Overview
9:00	The Target Model
9:30	Your Value Proposition
10:15	Break
10:30	The 4 Keys to Marketing
11:00	Market Research
11:30	Lunch
12:30pm	Your Brand Identity
1:30	The Importance of Being Intentional
2:00	Creating Product Appeal
3:00	Break
3:15	Introduction to the Creation of a Marketing Plan
3:45	The Purpose of Your Plan
4:00	Target Markets
4:45	Review of the Training So Far
Evening	Optional Dinner with Fellow Attendees



Marketing the Experience - Training Agenda
Day 2 - Wednesday, April 21, 2010

Time	Description
8:30am	Review of Day One
9:00	The Plan—Your Niche in the Marketplace
9:30	The Plan—Analyzing the Competition
10:30	Break
10:45	The Plan—Brand Identity
11:15	The Plan—Introduction to the Marketing Tools
11:30	Lunch
12:30pm	The Plan—Choosing Your Marketing Tools
2:30	The Plan—Budgeting
3:00	Break
3:15	The Plan—Timelines
3:45	The Plan—Testing and Measuring your Marketing ROI
4:15	Review
4:45	Certificate Presentation
Evening	Optional Dinner with Fellow Attendees