



## Seminar 25 June 2018 Marketing – Marketing plan

### How do you get customers and how do you keep them?

Experienced trainers will lecture on how to sell and market your products and services as well as help you set up a successful marketing plan.

Get insights and valuable tips from industry experts.

Lecturer: Mia Bermejo and Mark Wardi

*Light food and refreshments will be served.*

# Welcome!

### Content

1. How do you get customers and how do you keep them?
2. Sales arguments and sales manuscript.
3. What is most important to consider before the sales meeting?
4. Methods and techniques for managing meetings and customer interviews.
5. How do you communicate with the customer; before, during and after.
6. How to effectively use digital marketing to grow your business.
7. The importance of SEO (search engine optimization) for startups.

### Date:

Monday 25 June 2018

### Time:

17.00 – 20.00

### Place:

Al-Kompis, Scheelegatan 4

### Registration:

[Click here for registration](#)

### Kontakt:

Stiftelsen IFS  
Amir Almaleh  
073-6554727  
amir@ifs.a.se