



Marketing to the Government – Interactive Workshop - Bring your laptop!

Date & Time:

Wednesday, July 31th 9:00 am - 4:00 pm

Location:

CNM Workforce Training Center – Room 111
5600 Eagle Rock Ave NE
Albuquerque, NM 87113

Learn Proven Processes for Marketing to the Government

This workshop is open to all established businesses interested in government marketing and sales. This one-day interactive workshop will provide you with the tools to start essential government marketing. You will leave this workshop with the resources and practice needed to start your government marketing efforts and a path forward for the selling part of the process.

Topics include:

- Market research techniques
 - Who purchases my company's products/services?
 - Developing a marketing strategy and plan
- Developing customer profiles – Who is your target market?
- Developing your company's profile for the government
 - Developing competitor profiles

BRING YOUR OWN LAPTOP IN ORDER TO GET THE MOST OUT OF THE WORKSHOP

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