

Helping your staff reach new heights



Arming your staff with the right tools will allow them to achieve results. Training is a crucial element to keeping your marketing plan on target.

Successful firms invest in their staff by providing training in a variety of topics, which can create a stronger marketing mentality. MARKETLINK can provide training for marketing, business development, management and technical staff needs to increase their unique marketing skills.

Services PROVIDED

- **Evaluation of training needs**
- **Customized training program for marketing and/or technical staff**
- **Train the trainer program**

In addition to customized services, seminars can be provided on a variety of topics and are tailored to meet the needs of the staff. Topics have included:

- **Achieving a Higher Win Rate**
- **Becoming an Effective Marketer**
- **Become Your Firm's Marketing Leader: Useful Training Sessions to Increase**

Collaboration in Your Firm

- **Business Development Strategies for the 21st Century**
- **Client Relations**
- **Cross-Selling Your Firm's Services**
- **Developing a Winning Awards Program**
- **Developing Results Producing Proposal and Presentation Strategies**
- **Elements of a Marketing Strategy**
- **Entering New Markets, Providing New Services**
- **Effective Use of Information Technology**
- **Gathering Intelligence on the Competition**
- **Knowledge is Power - Understanding the Competition**
- **Leveraging Client Relationships: How to Ask, Accept and Act Upon Client Feedback**

- **Marketing 101 – The Basics**
- **Marketing Bootcamp**
- **Marketing Coordinator Training**
- **Marketing in an Economic Downturn**
- **Marketing Materials Development and Organization**
- **Marketing Materials Organization**
- **Marketing Online**
- **Marketing Plans: How to Measure Their Success**
- **Marketing Strategy I - Creating Your Marketing Plan**
- **Marketing Strategy II - Implementing Your Marketing Plan for Maximum Results**
- **Marketing Your Next Project While Billing Your Current One**
- **New Business Development**
- **Presentation Strategy and Preparation**
- **Proposal Strategy and Preparation**
- **Public Relations as a Tactic to Winning Work**
- **Public Relations Plan Development and Implementation**
- **The Importance of Technical Staff's Participation in Marketing**
- **Turning Pursuits into Realities**
- **Understanding Client Needs to Win Jobs**
- **Winning Sales Techniques**

Case Study

A Montana based A/E firm engaged MARKETLINK in developing a customized marketing training program for their technical staff. MARKETLINK created workbooks based on various years of experience (entry-level to Principal level staff members). Along with this customized training workbook, MARKETLINK created a "University" system with accompanying exams and graduation levels. **LINK TO SUCCESS:** Because this firm had office all over Montana and Idaho, MARKETLINK trained the Principal responsible for marketing on how to conduct the sessions himself. This saved the client time and money in implementation efforts.

Client Quote

"MARKETLINK created a customized training program that became the catalyst for CTA University. This program included a series of sessions, workbooks and examinations that were utilized for our personnel. I found value in MARKETLINK educating me on how to conduct the sessions myself, which ultimately gave me the flexibility necessary to meet the needs of each office."

- Tim Thomas, CTA Group, Inc.