

# MARKETING YOUR BUSINESS

Saturday, February 13, 1988

8:30am - 9:00am Coffee/Registration

9:00am - 12 Noon Program

Sheraton National Hotel

Columbia Pike & Wash. Blvd.

Arlington, Virginia

Cost: \$25.00

Sponsored by:

Marketing Education Service,

Arlington Public Schools

Arlington Chamber of Commerce

U.S. Small Business Admin.

**INSTRUCTOR:** **Jeffrey P. Davidson, CMC, MBA** Mr. Davidson is a Certified Management Consultant in Falls Church, Virginia. He is co-author of Marketing Your Consulting and Professional Services (New York: Wiley, 1985); Getting New Clients (New York: Wiley, 1987); Marketing to the Fortune 500 (Dow Jones - Irwin, 1987) Blow Your Own Horn (Amacom Books, 1987) and Marketing on a Shoestring (Wiley, 1988) among numerous other books.

The purpose of this workshop is to provide information on how to successfully market your business without spending a great deal of time or money. The course is designed for veteran or novice managers who need a plan that they can implement immediately.

**TOPICS:** The Client Centered Service Analysis  
Classifying Your Clients  
Cultivating Referrals  
Assessing Your Image  
Promotional Techniques

**Registration:** Please enclose registration fee with the application. Registration fee is \$25.00 which includes refreshments. Deadline for enrollment is Thursday, February 11, 1988. Enrollment is limited to 45 people. Notification will only be given if workshop cancellation is necessary.

For additional information call (703) 684-8188.