

Harpeth Marketing Announces Dates for Marketing & Sales Workshop for MR Firms

Contributed by Harpeth Marketing
Tuesday, 01 April 2014
Last Updated Tuesday, 01 April 2014

Harpeth Marketing recently announced the dates for the 2014 Summer Session of the M|J|R Marketing Workshop®, developed for the owners, senior executives and managers in the market research industry who are responsible for their firm's revenue growth.

This multi-week online program teaches participants the process of marketing & sales and walks them through the creation of their own, customized business development plan. According to Steve Henke, founder of Harpeth Marketing, "Following the success of our Fall and Winter sessions, we decided to launch a summer session, when things often slow down a bit in our industry, giving business managers and owners some time to focus on growth issues." This Summer Session is offered in two tracks. The Thursday Track takes place on June 26, July 10, July 24 and August 7 (lessons start at 3pm ET). The Saturday Track is set for July 28, July 12, July 26 and August 9 (lessons start at 11am ET). During the M|J|R Marketing Workshop®, participants log in every two weeks for a 2-hour learning session. Between sessions, each participant works on the development of their own marketing & sales plan. During this time, Henke, also provides 1-on-1 telephone coaching to help with plan development and serve as a personal marketing & sales resource. As part of the coaching, Henke then reviews each participant's final plan and provides quarterly, 1-on-1 telephone coaching for the following year.

For more information please visit: www.MRMarketingWorkshop.com