

The Marketing Manual

by Denzil Lee

Everything you need to know about marketing, sales & customer care

Almost every section of this second edition of Denzil Lee's Marketing Manual has been updated with additional material in expanded chapters and new sections on branding and digital marketing.

Whether you are just starting your own business or a senior manager at a PLC you will find this 'self-help' Manual packed with clear, easy to follow, invaluable guidance on the core management skills of marketing, sales and customer care.

"Denzil Lee, having spent nearly 30 years as a marketer, is well placed to offer concrete advice to rising businesses. This book cuts through the jargon and mystique that often surrounds weightier tomes on the subject and offers clear and well laid out strategies for making your marketing work and stimulating you to think how you might apply some of its lessons to your own business".

Professor Khalid Aziz LVO DL FRSA, Chairman, The Aziz Corporation

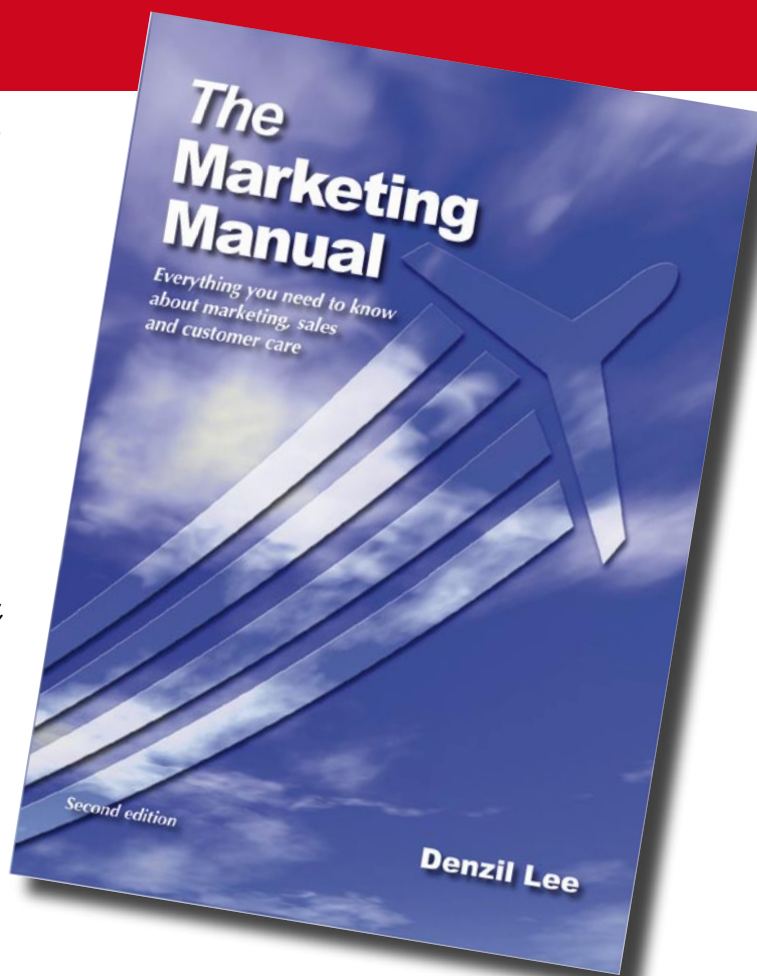
Excellent value at just £12.50 the Manual, in three sections, covers all these key areas:

PART ONE: MARKETING

1. Introduction
2. Preparing a marketing plan
3. The 5 Ps
4. Branding
5. Advertising
6. Public relations
7. Face to face marketing
8. Brochures and publicity material
9. Direct marketing
10. Digital marketing and new media
11. Market research (Part One)
- 11.1 Customer surveys (Part Two)
12. Promotions

PART TWO: SALES

1. What makes a good salesperson?
2. The route to a sale
3. Selling benefits
4. Basic rules of objection handling
5. Closing the sale
6. Negotiation
7. How you communicate
8. Sources of leads



PART THREE: CUSTOMER CARE

1. Why is customer care important?
2. What is service?
3. Producers and deserters
4. Seven steps to successful customer care

About the author

Denzil Lee runs his own marketing agency, Next Step Marketing (NSM), which he started in August 2000. His business experience spans nearly 30 years including senior marketing roles with two FTSE 100 PLCs. Prior to setting up NSM he was Director of Marketing for National Boat Shows Ltd (London Boat Show & Southampton Boat Show). He is a Fellow of the Chartered Institute of Marketing and long-standing member of The Marketing Society.

Buy direct from the author

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