

- ▶ effective management of promoters (promoters management)



Date of Commencement: 13, 15, 20 & 22 Oct 2010
 Duration: 4 evening sessions
 Time: 7.00pm – 9.30pm
 Venue: IACT College
 Fees: RM350 per participant
 HRDF Training Grant: SBL

Promoters provide the brand experience value to the target market. From this workshop, participants will not only learn to better recruit and manage promoters, but also maximised promoters' performance.

Objectives:

- promoters are frequently the frontline of marketing efforts.
- they are the ones that many companies rely to bring in the numbers or send a specific message to the consumers.
- project the brand's image and its core values.

Contents:

- Understanding the many Roles of a Promoter
- How to recruit good promoters
- How to conduct an effective brief and training of promoters
- Reports and Monitoring Performance
- Motivating promoters
- Retraining of promoters
- Troubleshooting – Dealing with problems and difficult promoters