



Created by Peter Mayes 01793 882058

www.petermayes.co.uk

How to market the Training Function

1. **Define** the target market / markets
2. **Define** the product or service to be sold and the language to be used
3. **Research** the target market and how this fits for the organisation
4. **Select** the most effective channel in which to market.
5. **Sell** the product or service.
6. **Deliver** the product or service.
7. **Follow up** on your sale.
8. **Use power correctly**
9. Utilise **negotiation** skills when appropriate.
10. **Change your thinking** *keep managers and people engaged keep showing the value you bring*