



# CONTRACTOR MARKETING WORKSHOP



*Presented by Building Industry Insiders Wheelhouse 20/20*

## YOU'RE INVITED!

### 1. MARKETING BASICS FOR BUILDERS:

Before you can begin to build a marketing strategy for your business, you need to evaluate your current marketing tools, messages, and tactics. This workshop is designed to help you take an objective look at your business from a potential customer's point of view.

### 2. IDENTIFYING YOUR COMPETITIVE ADVANTAGE:

By positioning your company differently, defining your competitive advantage, and implementing specific marketing tools, you will attract more customers and close more sales.

### 3. BUILDING A 12-MONTH MARKETING PLAN:

This workshop walks you through the process of combining basic marketing tactics with your competitive message to create a 12-month marketing plan. Marketing doesn't need to be expensive, but it does need to be deliberate.

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9630 Gudelsky Drive  
Rockville, MD 20850

*January 18, 2012*

Breakfast & Registration @ 7:30  
Workshop 8:30–10:30

**RSVP**

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