

Master Class

2014 Master Class Syllabus

www.AviationBusinessConsultants.com

Overview

The objective of the Master Class is to improve your sales and marketing results.

Goals

We cover one topic in depth each month. As you make relevant improvements to your marketing system, you will see continuous improvement.

- You may feel that some topics apply more than others, but you will find that each topic will have several ideas that you can profitably implement if you keep an open mind and think creatively. (The best ideas are often unexpected!)
- Consistent effort is more important than complete mastery of any given topic. Execution is more important than perfection.

Requirements

Review the materials and apply at least one new idea per month in your business. We recommend devoting at least three hours per week on listed activities.

Send in homework assignments for review & feedback. Successful completion of each monthly course results in a course certificate and documentation for credit (CEUs or PDUs with several professional continuing education requirements, ask us about your program!)



Live Webinars
3rd Wednesday of each month
1:00 Mountain Time

Instructors: John & Paula Williams
E-Mail: Paula@ABC11.com
Phone: 702-987-1679
Office Hours (Gold Members)
Wednesdays 2:00 -3:00 Mountain Time

Materials:

Bronze Level Members –Online access only at ABC11.Customerhub.net
Login using your credentials.

Silver Level Members – You will receive hard copy materials and DVDs by postal mail in addition to online access to materials.

Gold Level Members –Access via office hours & custom onsite training

Platinum and Diamond Members
See Mastermind Schedule

Weekly Activities:

Create a schedule that works for you and your company. This is an example.

Marketing Mondays

Sales & Marketing team meetings. Set objectives. Evaluate your pipeline. Create new materials and revise old ones. Make sales calls.

Webinar Wednesdays

Attend live webinars, or recorded ones of your choice. Spend one hour learning new sales and marketing techniques, your CRM (Customer Relationship Management) software or new social media technology

Facebook Fridays

Engage with your Top Ten most desired customers, current customers, and partners via social media.

Month	Topic	Date
January	Showing Rather than Telling – Using Infographics & Images	Wednesday, January 15, 2014 1:00 Mountain Time
February	Attractive “Packaging” for your Product or Service	Wednesday, February 19, 2014 1:00 Mountain Time
March	Sales & Marketing – Working Together	Wednesday, March 19, 2014 1:00 Mountain Time
April	Branding & Consistency Workshop	Wednesday, April 16, 2014 1:00 Mountain Time
May	Using Video for Marketing Examples & Techniques	Wednesday, May 21, 2014 1:00 Mountain Time
June	Effective & Non-Awkward Networking – Online & Offline	Wednesday, June 18, 2014 1:00 Mountain Time
July	Online Marketing – What’s new & what works in SEO & Social Media	Wednesday, July 16, 2014 1:00 Mountain Time
August	Sales Phobia Workshop	Wednesday, August 20, 2014 1:00 Mountain Time
September	Content Marketing – What the Heck do I Write About?	Wednesday, September 17, 2014 1:00 Mountain Time
October	Market Research – How to Get Good Data, What to Do With It!	Wednesday, October 15, 2014 1:00 Mountain Time
November	Designing, Storyboarding & Troubleshooting Campaigns	Wednesday, November 19, 2014 1:00 Mountain Time
December	Building Your Marketing Calendar for 2015	Wednesday, December 17, 2014 1:00 Mountain Time

All “Live” Webinars will be held the 3rd Wednesday of each month. Depending on your service level, recordings will be sent (and materials will be made available online) the following week. To join live sessions:

We use GoToWebinar for all sessions. Login/Registration information is provided to class members.

Make sure we have your current email address and you’ve whitelisted Paula@AviationBusinessConsultants.com for updates and participation opportunities!