


How To Reach, Convince And Convert Your Target Customers?

[Wait Marketing] 1 Day Workshop  **Entrepreneurs**



- You know who your target customers are but you often feel like you try to approach them at the wrong moment?
- Your existing and potential customers are contacted by competitors and you need to differentiate?

With the [Wait Marketing] Workshop for Entrepreneurs, build within the day your tailored action plan and start communicating with your clients at the right moment and at the right place.

Who Is The [Wait Marketing] for Entrepreneurs Workshop Intended For?

- Business Owners, Starters and Independent Professionals willing to boost their sales.
- Sales and Marketing Managers in search for effective ways to optimize their sales cycle.

Agenda

Diana Derval, inventor of Wait Marketing, will - based on practical business cases - reveal the best practice in order to reach, convince and convert your target customers.

1 – Effectiveness Of Wait Marketing

- 1.1. Contexts favourable to communications
- 1.2. Risks of an “unwelcome” contact
- 1.3. Importance of customers’ receptivity
- 1.4. Examples of *wait marketing* success stories

2 – How To Reach Your Target Customers

- 2.1. Identifying the target customers
- 2.2. Customers’ profile and behaviour
- 2.3. Communicating at the right moment
- 2.4. Communicating at the right place
- 2.5. Key success factors to reach customers

3 – How To Convince Your Customers?

- 3.1. Selecting the media adapted to the message
- 3.2. Maximizing customers’ receptivity
- 3.3. An innovative approach but with a clear message
- 3.4. Using the emotions and 5 senses of the customers
- 3.5. Key success factors to convince customers

Format

1 Day (9.30am-5.30pm)

Attendees

Group of 8 participants max.

Location

Prinsengracht 320A
1016 HX Amsterdam

Price

390 euros VAT ex.

Date

19th of June 2007

Registration

Call **+31 61 824 0803** or register
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4 – How To Convert Your Customers?

- 4.1. Optimizing the sales cycle
- 4.2. Inciting customers to purchase : importance of trial
- 4.3. Enhancing customers repurchasing cycle
- 4.4. An iterative process
- 4.5. Key success factors to convert customers

5 – Grabbing the opportunities offered by *Wait Marketing*

- 5.1. An accessible average budget
- 5.2. Selecting the adapted media
- 5.3. Choosing the right partners
- 5.4. Best practice to boost your sales
- 5.5. Examples of *wait marketing* action plans

6 – Build your tailored action plan with *wait marketing*

- 6.1. Current situation and sales objectives
- 6.2. Role of competition
- 6.3. Defining your strategy
- 6.4. Your *wait marketing* action plan in 6 steps
- 6.5. Measuring impact on sales

The Workshop will help you build your tailored action plan in 6 steps easy to take:

1 Mission

What is the objective of your communication?

2 Means

What is the size of your budget?

3 Message

Who are your customers? Which main message do you want to deliver?

4 Moment

What is the best moment for approaching your target customers?

5 Media

Which media are available and which one are the most adapted to your offering?

6 Measurement

How to measure the return on investment of your communication?

Contact Derval Research now at +31 61 824 0803

And learn how this workshop can help you reach,
Convince and convert your target customers!



Photo: Muriel Berthelot

Diana Derval, inventor and guru of *wait marketing*, has gained a 360° advertising expertise from 15 years working with advertisers (TomTom, Société Générale, ALD Automotive, Magasins U, ViaMichelin), marketing agencies (Manalee, Purple Guru) and media (TF1 Publicité).

Author of the book *Wait marketing* published by Editions d'Organisation (Eyrolles Group), Harvard Business School Press partner in Europe, Diana Derval has a Masters Degree in Marketing & Communications and holds an Executive MBA from ESSEC-Mannheim Business School.

Founder of Derval Research, Diana Derval helps companies define and implement winning communications strategies. She initiated the *Wait Marketing Research Centre* – must have tool in order to communicate at the right moment at the right place – which offers exclusive data on customers' waiting behaviour gathered in Europe, Africa, Asia and Northern America.

Diana Derval gives lectures on *wait marketing* and contextual advertising at prestigious Business Schools and leading professional associations.