


# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
<b>Finding New Customers</b>	<b>3 ½ hours</b>

Short Description	Typically Recommended For		
	Planning & Evaluation	Inception & Start Up	Operating Businesses
<b>yes</b>	<b>yes</b>	<b>yes</b>	<b>yes</b>
<p>Learn the steps in preparing a customer profile for your business. Then learn how to apply that profile to attract customers and where to find those customers. Learn about the sources of potential customers data that are public domain or have a very small cost</p>			

Detailed Course Description	
<p>In this workshop you will learn how Geographic, Demographic, Psycho graphic and Behavioristic characteristics are a factor in establishing the profile of your customers, or to your business customers. You will learn how to divide the market into segments to your advantage and how to talk to your customers in a language they understand. We will show you resources that you can immediately use for market research, locating local competitors, and ways to reach customers once you have identified them. How to entice your customers to return and develop customer loyalty.</p>	 <p style="font-size: small;">Your opportunity to learn from experience</p>

Instructor Information
<p><b>Kent Smith</b>            25 years with the 14th largest corporation in the US, Sr. V.P. Marketing for 5 of the companies. Recruited to Portland to assist a group of companies increase their revenue in contemplation of selling the company. The goal was met 8 months early. Formed a Marketing Consulting company whose customers ranged from an automotive parts manufacturer to a corporate liquidator and industries in between.</p>

Recommended Background or Prerequisites
None required.