

Ways to Maximize Results from Local Marketing Efforts

Conversations with ToP trainers and registrars.

Overview

- The ToP Network Marketing Team asked 13 open-ended questions focused on best practices, dissatisfactions/frustrations and national marketing support needed. Respondents were either interviewed by phone or provided written responses in their own words.
- The following pages show responses provided by ToP trainers and registrars. The responses specific to *Best Practices* were sorted and named for purposes of this report. Information gathered on dissatisfactions and national marketing will inform plans for 2010-2011.

Rational Aim

- Gather data through interviews on what actions lead to successful marketing of ToP courses, what is most challenging in marketing courses and what marketing tasks can be most effectively centralized to support local success.

Experiential Aim

- Engage trainers in deeper probing about their operations, surfacing “aha” and dissatisfaction points. Reconnect with trainers mid-year to read the pulse of TFM across the nation.

Hypothesis

- Focusing on registrars and trainers with proven track records of success will provide meaningful best practices that will be valuable to the larger network.

Selection Method

- Interview high performing ToP trainers and registrars who consistently teach courses. The group selected have cumulatively trained 67% of all those trained in this period of time. All have at least trained 100 people over the last three plus years.

- *Kim Behrens, Jim Wiegel, Elaine Stover, Ann Epps, Marti Roach and Anne Neal*

Build and Nurture Relationships.

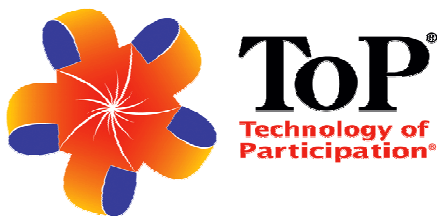
Communicate Online.

Share Expertise Outside of Class.

Leverage Opportunities in Class.

Encourage Participants to Share Their Experience.

Offer Flexibility.



Build and Nurture Relationships

"The personal marketing really makes a difference."

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Contact

- Making phone calls
- Notification by e-mail > follow-up phone calls > former grads tell colleagues
- Follow-up phone calls to those who expressed interest
- Keeping the regularity of contact with follow-up after courses
- Relationship building and nurturing (common denominator in actions)
- Personal marketing

Networks

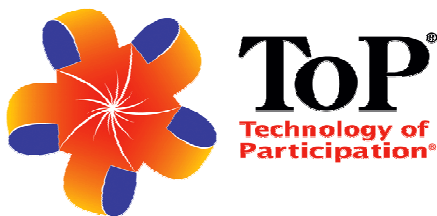
- Building a body of people
- "Hard core" group of 30 grads are best ambassadors
- Contact participants from other consultations or coaching
- Work with a network of agencies. Have those agencies "sponsor" a course. Leverage their credibility and communications to reach participants.

Partners

- Strategic partnering/contracting w/ organizations/initiatives that have already defined audience...and secured contract for programs and training.
- Strong, amendable, well-networked training partners
- Partners within associations who communication ToP courses to their contact list

Champions

- A string of local ToP champions; work with them; care and feed them



Communicate Online

"We have a website where people can get the information to register."

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E-Mail

- Sending e-mails
- Sending notices
- Personal e-mails
- Publicize upcoming courses in e-mail signature
- Continual reminders by email particularly to those who are strong influencers or who can send groups

E-Registration

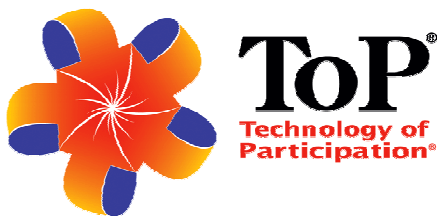
- Website with registration info
- Link in e-mail goes direct to website to download and mail registration
- For public, send invite to graduates with a prompt to join us
- Email blasts with flyer attachment and registration procedures

E-News

- Quarterly e-newsletter
- Sending broadcast letter
- E-news
- Send brochures electronically
- Send 3-5 notices prior to course date
- newsletter to database

Other

- Some traffic from national website
- Investment in client contact software
- Using online



Share Expertise Outside of Class

“We send out facilitation tips via three minute videos.”

Value Add

- Provide “refresher” experience
- Getting people in touch with facilitation outside of courses
- Speaking at local professional groups; share tips
- Giving something that is not a request to buy course (articles, videos); expand contact
- Offer affordable Peer Mentoring Class; \$5
- Be accessible for follow-up
- Guild meetings (3 x per year)
- Host a teleconference with focus on application; recommend follow-up steps and opportunities

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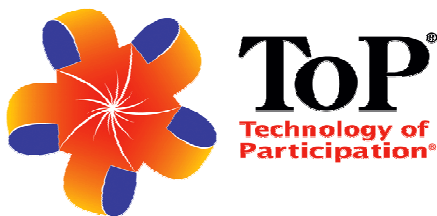
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Leverage Opportunities in Class

"We market during key moments in every engagement."

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Relevance

- Application of methods in participants' field
- Work on their own applications
- Work with conversations they will use
- Tie TFM skills to self-defined immediate leadership skill deficits or their diagnosis of ...pain points...engagement, productivity, desired culture
- Use key moments in class...ask participants to identify places or occasions where more effective dialogue, consensus or action planning would yield superior results

Placement

- Leaving information everywhere [during a course]
- Provide follow-up sheet in course asking permission for follow up on various activities, offerings

The Experience

- Capturing photos and videos during courses and getting permission for use
- Encourage participants to partner
- Make the two-days an adventure
- Adjust mentally to who shows up
- Launch a journey, don't just train a course
- Face-to-face while facilitating or coaching
- Produce proprietary video vignettes that participants can show to others elsewhere



Encourage Participants to Share Their Experience

"We have contacts with champions who send others."

Referrals

- Contacts with champions who send others
- Social/word of mouth
- Good referrals from co-workers
- Referrals
- Word of mouth; referrals

Testimonials

- Get testimonials and post them

Videos & Photos

- Produce proprietary video vignettes capturing participants at work...in class...so they can show at company events and elsewhere.
- Always do a group photo in front of sticky wall

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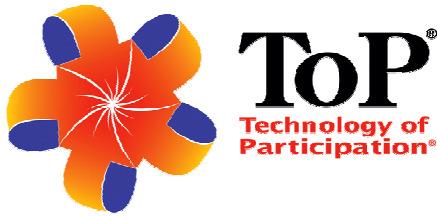
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“Offering specials and discounts helps...”

Includes:

- Offering financial breaks
- Leaving course registration open late
- Specials and discounts
- Do the last minute scramble
- Seasonality [time of year] seems to make a difference; Sept good not March or May

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