



reach can offer you training and development to suit your business needs.



Within reach your company can call upon over 30 years experience of working with local and international businesses, from start up operations to world recognised brands.

Leo Aspden MCIM is a qualified member of the Chartered Institute of Marketing, the leading international body for marketing and business development. Based near Manchester Leo represents the CIM as NW Regional Ambassador for SME businesses.

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Training and
Development
within
reach

→ **Workshop Learning**

- CIM qualified marketer
- offers real world experience
- time effective (1/2 day)
- team interactivity
- delegate handout

→ **Marketing Mentoring**

- develop your marketing skills
- work with you on a project
- bespoke to your needs

→ **Flexible Learning**

- client led - tailor made
- one to one or group tuition
- flexible location
- flexible timing
- free diagnostic

→ **Marketing Workshop Series**

- the marketing toolkit (intro to marketing)
- how to prepare a marketing plan
- understanding your customers
- understanding your markets
- identifying your USP
- how to launch new products
- understanding product management
- effective marketing communications
- how to plan successful exhibitions

→ **Marketing Training Seminars**

- marketing to architects & specifiers
- marketing for the construction industry
- marketing building products
- marketing contract flooring products
- marketing tile and stone products