



HARRIS ASSOCIATES

**Implementation Support for
Continuous Improvement**

**Total Quality Marketing
- Continuous Improvement in Sales and Marketing**

**A workshop for Directors, Managers
and Sales and Marketing staff.**

Reinforces the on-going involvement of your Sales and Marketing people in Continuous Improvement and facilitates their effective contribution to the process.

This workshop considers and develops the response to the questions:

- **What sort of Sales and Marketing organisation are we now?**
- **What sort of Sales and Marketing organisation do we want (or have) to be?**
- **What are the significant trends and new approaches?**
- **How do we restructure for relationship marketing?**
- **What other changes do we have to make?**
- **How do we get started?**

To ensure that your Continuous Improvement process benefits from this thought-provoking and supportive workshop, please contact Bill Harris, of HARRIS ASSOCIATES,

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