

LEARNING OBJECTIVES:

The information provided in this publication is intended to help you:

- + Develop and implement advertising and promotion programs.
- + Develop and implement practices to enhance your company's image.
- + Develop, implement, and monitor public relations strategies.
- + Manage your company's sales processes.
- + Develop and implement pricing strategies.
- + Understand and implement good estimating and bidding practices.
- + Develop customer service standards for your company.
- + Understand key industry benchmarks.
- + Identify or develop your internal company benchmarks.
- + Develop your own production rate standards.
- + Understand the advantages of using computerized estimating software.

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