

# *Company Cookbook*

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[NOLADEAFCHILD.COM](http://NOLADEAFCHILD.COM)



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# *Contents*

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## [TITLES LINK TO COOKBOOK](#)

Recipes are only suggestions to replicate an experience. They can either be followed exactly to test out something the way others would do it, or ideas may be substituted for adding personal touches to a new take on a proven method. There is no one way or right way to do anything. But providing value regardless of limitations requires some sort of planning.

## *Starting from Scratch: a Recipe*



# ***Prospecting***

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## 4 PS & 4 CS

Basics of the Marketing Mix

## HOW TO WRITE AD COPY

Creating a story change

## MARKET RESEARCH

Strengths, Weaknesses,  
Opportunities, Threats

## RANKING FOR SEARCH TERMS

Getting found online



# *Closing*

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## CLOSING BIGGER DEALS

Investing in people is long term

## DISCOUNTS

When and how to lower price

## PROPOSALS

Presenting your offer to a buyer

## TALENT ACQUISITION AND RECRUITING

Bringing other people on board



# *Service*

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## BRAND LOYALTY

Forming long lasting relationships

## CREATING A LUXURY SALES EXPERIENCE

Providing high quality offers

## PROJECT MANAGEMENT

Organizing a team to finish a result

## SLA: MQL - SAL - SQL

Service Level Agreement: Marketing  
Qualified Lead - Sales Accepted  
Lead - Sales Qualified Lead



# ***Deaf Child***

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## AFFILIATE MARKETING VS STREET TEAM

Digital vs Physical promotion teams

## FOUNDATIONS OF DEAF CHILD MARKETING

Building a profitable sales funnel

## GROWTH, PR, & PUBLICITY

Turning awareness into sales

