

# MARKETING OF POLYMER MODIFIED DRY MIX MORTARS

## Our expertise

Marketing is the science and art of finding, keeping and growing profitable customers. As a dry mix mortar production company, your marketing concept and methodology determines the long-term development of your company's business in the future. The unique marketing tools of dry mix mortar and successful case studies are analyzed intensively in this seminar.

## Training concept

In our 2-day seminar, we will explain the basic marketing theory and marketing strategies in construction field, especially for dry mix mortar as well. Workshops in between let you discover some successful cases of dry mix mortar marketing.

## Content

- Basic concept and methodology of marketing
- Marketing strategies of dry mortars product
- The 4 P of dry mix mortar: product, price, place and promotion (4P)
- Successful marketing case studies of dry mix mortar marketing

## Participants

Technical managers, Marketing managers and R&D managers with basic knowledge in construction chemistry

## Benefits

- Provides wide range marketing ideas for your business
- Multi-perspective view on the dry mix mortar market
- Case studies about dry mix mortar market

## Your trainers

The members of our WACKER ACADEMY trainer team are Technical Service Managers who collected specific knowledge and extensive experience during their long lasting work at WACKER.

From their start of the career they have been involved with training and educational activities as well as training norms and guidelines.

Our lab trainers, who are responsible for the practical side of our seminars, have also large experience in developing formulations and test procedures.

Our whole team is working to completely fulfill your expectations and is eager to answer all your individual questions and concerns.

## Venue

WACKER ACADEMY, Beijing, China

## Course registration

To register for a course, please contact:  
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