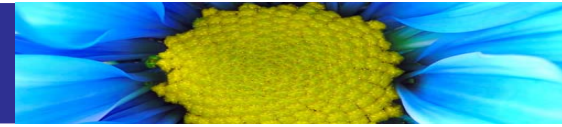




**JCS training**



**JCS training**



**business skills  
sales & management  
training courses  
for your business  
call now 0871 200 22 52**

**[www.jcstraining.com](http://www.jcstraining.com)  
[email training@jcstraining.com](mailto:training@jcstraining.com)**

JCS training  
34 Quarry Park Close Moulton Park Northampton NN3 6QB  
t 0871 200 22 52 f 01604 491799 e [training@jcstraining.com](mailto:training@jcstraining.com)  
JCS training is part of the JCS Computing group [www.jcsit.com](http://www.jcsit.com)

call one of our Business Skills Sales Advisors now on 0871 200 22 52

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JCS training is part of the JCS Computing group with over 25 years experience in the computing industry. As well as specialising in customised software and systems training we offer a comprehensive range of business skills courses to the whole business spectrum ranging from small businesses through to large blue chip companies.

Our head office and main training centre is centrally located in Northampton close to the M1 Junction 15. We also have training venues in Milton Keynes, London, Leicester, Birmingham, Manchester and Leeds and have associate training venues in most of the main towns throughout the UK. Training is also available at the clients site.

Our experience in the computer training industry ensures we only provide the highest standard of training to all our clients.

We ensure all our trainers have a long history of experience and are at the top of their profession in the subjects they teach.

If you would like to discuss how we can help your company benefit from better trained staff then call us now on 0871 200 22 52

We look forward to hearing from you.

## Business Skills training

### A comprehensive range of courses for both new and experienced staff

#### Supervisory and Team Leader Skills

#### Communication Skills

#### The Art of Delegation

#### Managing Conflict

#### Time Management

#### Effective Meetings, Agendas & Minutes

#### Presenting with Powerpoint

#### Improving Customer Service

#### Telephone & Reception Skills

#### Introduction to Marketing

#### Preparing & Implementing a Marketing Plan

#### Successful Sales Skills

#### Effective Telesales Skills

#### Face to Face Selling Skills

#### Advanced Consultative Selling

#### & Account Management

#### Negotiation Skills

#### PA Guide to Team Working

#### PA Training Personal Effectiveness Program

#### Perfect PA

#### PA Taking Minutes

All the above courses can be run for individuals or groups either on your own premises or from our main training centre in Northampton.


Each course may also be tailored to meet the individual requirements of your business.


Attractive discounts are available to groups and any number of courses may be linked together to run on consecutive days.

Each delegate will receive comprehensive course material for future reference.


## Northampton Centre Map




 From the M1 south and west Exit the M1 at junction 15 and take the A45(London Road) towards Northampton, continue along the A45 (Nene Valley Way) ignoring the signs for Northampton and bear right over flyover towards Wellingborough signposted A45. At the next roundabout take the left ringroad exit signposted A43 Kettering. Take this road until the 2nd roundabout take the second exit onto the A5076(Talavera Way). Just after the road changes to a dual carriage way turn right into Brickyard Spinney Road. Take the second right into Quarry Park Close and JCS is at the bottom of the road.

 From Kettering A14 North and East From the Kettering A14 junction take the A43 south towards Northampton. At the roundabout after you have entered the town boundary sign take the 4th exit onto the A5076(Talavera Way). Just after the road changes to a dual carriage way turn right into Brickyard Spinney Road. Take the second right into Quarry Park Close and JCS is at the bottom of the road.

 By Rail The closest station is Northampton(about 15 mins bay taxi from JCS) Call National Rail Enquiries for train times 08456 48 49 50 or at [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

 Parking There is a car park off Quarry Park Close as marked on the map as well as ample unrestricted on-road parking.

## Accommodation

  
Ibis Northampton Town Centre  
(2 mins from Rail terminal)  
Sol Central  
Marefair  
Northampton  
NN1 1SR  
Tel: +441604 608900  
Fax: +441604 608910  
[www.ibishotel.com](http://www.ibishotel.com)

  
Courtyard Marriott  
Bedford Road  
Northampton  
NN4 7YF  
Tel: +441604 622777  
Fax: +441604 635454  
[www.marriott.co.uk](http://www.marriott.co.uk)

  
Premier Travel Inn  
The Lakes  
Bedford Road  
Northampton  
NN4 7YD  
Tel: +448701 977196  
Fax: +441604 621935  
[www.premiertravelinn.co.uk](http://www.premiertravelinn.co.uk)





## PA Taking Minutes

### Duration: 1 day

How to accurately record information and action from meetings  
The ability to take accurate and concise minutes is an essential PA skill. Using exercises and skill development sessions, this one day workshop teaches you how to take and create easy to read, effective minutes that will build your reputation as a valued member of the meeting.

#### Programme Contents

##### The Purpose of Meetings

- The Different Types of Meetings
- What Participants Need

##### Types of Minutes

- Working with the Chair
- Who does What and When?

##### Using the Agenda

- How to Write Effective Agendas

##### Taking Minutes

- Effective Listening
- How to Take Notes
- Being Selective
- Sorting Information
- Practical Session

##### Producing Minutes

- How to Lay Out Minutes
- Structure and Clarity

##### Considering Writing Styles

- Developing the Right Tone
- Using Professional Language
- Knowing What to Avoid

##### Personal Action Plan

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Supervisory and Team Leader Skills

### Duration: 2 days

This two day programme is aimed at supervisors and team leaders. The delegates will look at the skills needed to enable them to organise and direct the workload and deal with "people" problems that may arise within the team. This course is particularly suitable for Supervisors & Team Leaders who manage people whilst working as part of a team.

#### Programme Contents

- The Role of the Supervisor/Team Leader
- Making the First Move into Management
- Avoiding Pitfalls and Problems
- The Mechanics and Dynamics of Supervision
- Developing Your Leadership Skills
- Leadership Styles
- Action Planning

#### Motivating Yourself & Others

- Prioritise
- Getting Organised
- Recognising the Needs of Subordinates
- Putting Theory into Practice
- Characteristics of Effective Teams
- Directive Behaviour

#### Controlling the Team

- Quality and You
- Setting Objectives
- Managing Meetings
- Work Allocation & Delegation
- Dealing with Problem Behaviours
- Discipline & Reprimand
- Say No

#### Maintaining Team Performance

- Identifying Training Needs
- On the Job Training
- Performance Reviews
- Appraisal Cycle
- Introducing Change

#### Key Communication Skills

- Leading Effective Team Briefings
- Learning to Really Listen
- Giving Clear Instructions
- Body Language

#### Reviewing Personal Effectiveness





## Communication Skills

### Duration: 1 day

If a picture paints a thousand words ...  
There is a misconception that this course is just about the words you speak.  
It is much more about the way you speak them, and how your body is telling its own story.

Communication is a two-way process and the duty falls to the team leader to make sure the channel is always open and working properly.

### Topics covered in this training:

#### Defining Communication

- Audio
- Visual

#### Body Language

- Facial expressions
- The voice
- Posture
- Your wardrobe

#### Effective Listening Skills

- Listen
- Reflect
- Question

#### Giving & Receiving Feedback

- The Sandwich
- Thank you!

#### Humour

- A time and a place
- Cultural differences

#### Dealing with Difficult Situations

- Broken record technique
- Stalling
- Compromise

#### The Assertiveness See-Saw

- Passive
- Positive
- Aggressive
- Assertive

#### Team Communication vs. One-to-One

#### Use Technology to make your life easier

## How to be a Professional and effective PA

### Duration: 1 day

### In most organisations the most valuable resource is performance from the Top!

This course is about executive teamwork. The PA takes responsibility for much of the organisation and co-ordination of an office. Tact and diplomacy and effective communication skills are essential. A good PA makes an enormous contribution to executive effectiveness and requires many professional skills to be successful in this role.

### Programme Contents

- The Role of the PA
- Portraying a Professional Image
- What are the characteristics of a Professional PA?
- Improving your Credibility

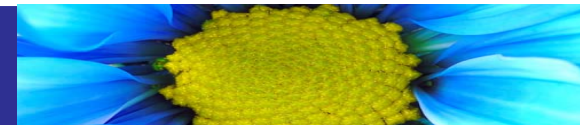
### Developing Confidence and Self Esteem

- How to Take on More Challenging and Responsible Activities
- Making Decisions
- Solving Problems
- Time Management
- Setting Priorities and Smart Goals
- The Art of Delegation
- Managing your Boss
- Managing More than one Boss
- Communication Skills
- Listening Skills – Learning to listen
- Receiving and giving Instructions
- Learn to say No!
- Handling Interruptions Well
- Screening Callers
- Stress Management

### Reaching your Targets both Job and Career

**All the courses listed may be tailored to meet the individual requirements of your business.**





## PA's Personal Effectiveness Programme

**Duration: 1 day**

### Time management for PA.s

This programme shows you how you can gain control of your time; it highlights obstacles and how to master them, prioritising executive time and gives tips for Organising the Workplace.

### Programme Contents

#### Time Management and the PA

- The Obstacles to Time Mastery

#### Assessing your Personal Efficiency

- You, Your Boss and Time
- Where does Your Time Go?

#### The Effect of Work Style

- Your Personal Work Style
- Working with Your Style
- Prime Time and Energy Levels

#### First Steps in Gaining Control

- Identifying Areas of Opportunity
- Knowing your ABC's
- Problems with Prioritisation
- Prioritising Executive Time

#### Identifying Time Wasters

- Personal Time Wasters
- Other Time Wasters
- Executive Time Wasters

#### Better Organisation

- Too much Paperwork?
- Organising your Workplace
- The Top 10 Ways of Becoming More Efficient

#### Your Action Plan for Tomorrow

**All the courses listed may be tailored to meet the individual requirements of your business.**

## The Art of Delegation

**Duration: 1 day**

Poor delegation creates a range of problems - under performance, job dissatisfaction, work overload and stress. However, there are many benefits to effective delegation, for both the Delegator and Deesegatee.

Among the many benefits of effective delegation are - better productivity, more freed up time for planning, people development, job satisfaction and greater team flexibility.

### Topics covered in this training:

#### Define what delegation is

- Delegate tasks with confidence
- Use delegation as a tool for motivation and development
- Monitor effectively and give appropriate feedback
- Communicate tasks clearly and efficiently
- Understand what to delegate / how / when and to whom

#### What is delegation?

The barriers to delegation

The confidence to delegate - removing the guilt factor

Role-play "having the confidence to delegate"

Delegation as a motivator

Delegation as a development tool

Effective coaching techniques

Empowerment through delegation

Monitoring & giving effective feedback

Effective communication

What, How and Who?

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Managing Conflict

### Duration 1 day

Solving attitude and motivation problems at work  
Conflict in the workplace can have a significant effect upon productivity, motivation and the retention of personnel. It can be extremely costly. This participative training analyses the types of conflict that occur and sets guidelines for managing those situations.

### Programme Contents

- What Constitutes a Conflict?
- Elements of a Conflict
- The People Involved
- Levels of Authority
- Urgency
- Communication Channels

### Costs of Conflict

- Loss of Productive Time
- Low Morale and Motivation
- Bad Decisions

### Relationships at Work

- Varying Levels, Characters and Attitudes

### Difficult People

- Who Are They?
- Why they are Difficult
- How To Stay Calm
- Changing Behaviour

### Understanding Differing Personalities

- Recognition
- Expectations and Work Ethics
- Strengths and Weaknesses

### Communication Skills

- Giving and Receiving Feedback
- Responding with Confidence and Composure
- Addressing Hostility and Aggression
- Using Your Body Language
- Words to De-escalate and Win

**All the courses listed may be tailored to meet the individual requirements of your business.**

## PA Guide to team working

### Duration: 1 day

PA's Guide to Team Working  
Working effectively with others  
PA's play a vital role in supporting management and are key members of many management teams. This one-day workshop looks at team working from the PA's perspective.

Using a lively mixture of tutor led discussion, exercises and case studies this programme shows you how to work effectively with others, so helping you to succeed in what is often a very demanding role.

### Programme Contents

- Supporting Management
- The Three Elements

### Working with Others

- Creating Successful Working Partnerships
- Using Your Personal Power
- Motivating Yourself and Others

### Difficult People and Situations

- Managing Difficult Situations
- Handling Criticism Well
- Difficult People and How to Work with Them

### Influencing Skills

- Models of Communication
- Building Rapport
- Crystal Clear Instructions
- Getting Your Ideas Accepted
- Creating Win/Win Solutions

### Being a Team Player

- Successful Teams
- What is Your Role?
- Assessing Your Team Qualities
- Personal Action Plans

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Negotiation Skills

### Duration 1 day

Based on competent and professional buying skills, delegates are taught how to negotiate with perspective providers without resorting to high-pressure techniques. From prospecting to knowing the negotiation range is explained and delegates are taught the importance of developing skills such as body language, Listening Skills, Competitor Analysis Skills.

#### Course Outline:

The 4 phases of a Negotiation  
WIN/WIN Long Term  
WIN/Lose Short term  
Spirit of the deal  
Listening Skills & Body Language  
Concessions & Incentives  
Implementing a buying plan  
Competition Analysis Skills ( IT Based)  
Preparing and gathering information  
The Package, not the price  
Know your Negotiation Range  
Getting to Yes

#### Delegates will learn to:

Develop the essential skills and techniques used for successful negotiation  
Gain initial credibility with the seller to help build trust and rapport.  
Use effective questioning and listening techniques to forge firm relationships  
Acquire the skills of active listening, identify real objections and handle them professionally and successfully.  
Maintain the motivation and stamina necessary to produce a successful outcome.

#### Who Should Attend?

New, prospective and existing buyers with little or no formal training who need the best possible understanding of the negotiation process. On return to the workplace delegates will be able to negotiate with confidence, enthusiasm and determination.

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Time Management

### Duration: 1 day

“What time – there are not enough hours in the day”

Most managers devote time to low priority work; this course looks at how to manage your time by looking at Time and Planning, planning aids and managing workloads and people who impact on your time helping you to achieve more by working more effectively.

#### Programme Contents

##### Time Management and Success

- Self Control and Discipline
- What or Who Controls Your Time
- Urgent vs Important

##### Time and Work Behaviour

- How to Best Use Your Time
- Choosing the Right Time
- Prime Time vs Down Time
- Team Time / Your Time

##### Identifying Your Objective

- Principles of Time Management

##### Importance of Goal/Objective Setting

- Time and Planning
- Prioritising
- Deciding What is Important
- Developing Yearly, Monthly, Weekly and Daily Plans
- Planning Aids
- Analysing Your Time with a Time Log
- Procrastination
- Do It Now

##### Time Robbers

- Self and the Environment
- Interruptions
- Managing E-Mail
- Techniques for Dealing with Paperwork
- Managing People who Impact on Your Time

##### Introduction to Effective Meetings

- Agendas
- Venues
- Chairing a Meeting
- Minutes

How will I implement my plans for time management on my return to work?





## Effective Meetings, Agendas and Minutes

### Duration: 1 day

To run effective meetings you need to start with an appropriate agenda – this is often a neglected part of the meetings cycle.

An effective chairperson can make the difference between a streamlined efficient meeting resulting in clear and concise accounts, or a rambling discussion where everyone leaves wondering why they came!

The minutes that follow a meeting are crucial in keeping everyone up to date and must be presented in a way that is concise, easy for the reader to digest, and very clear.

### Topics covered in this training:

- Planning Agendas
- Chairing with Confidence
- Techniques:
  - Time Keeping
  - Summarising
  - Gravel, The Hat!
  - And the Peace Pipe.
- The Confidence to Interrupt!
- Assertiveness / The I Statement
- Visual Aids
- PowerPoint: Fun but Effective!
- Location, Location, Location
- Minutes: Simplify and Summarise
- Shorthand
- Record D&As
- Let technology save you time

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Advanced Consultative Selling & Account Management

### Duration 1 day

The course has been designed for sales professionals wishing to develop their skills in building client relationships. The importance of fully understanding the client's requirements and then providing intelligent tailored solutions is central to the course's theme. Researching and understanding problems and then turning them into needs is examined. It is through concentration on the client, rather than the product pitch that will ensure the success of the sales person and the course considers practical methods of drawing the customer's precise requirement and forming long term partnering relationships.

### Course Outline:

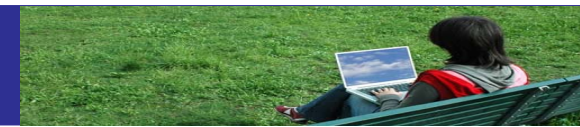
- Research techniques and prospecting methods
- Understanding communication in the sales process
- Push vs. Pull styles of selling
- Telephone selling
- The face-to-face meeting
- The Seven Stage Structure to successful selling.
- Overcoming objections.
- Gaining commitment.
- The importance of service and taking responsibility for delivery of promises.
- How to set targets for individual accounts.

### Who Should Attend?

Sales people working in a service consultancy environment that need to use more effective selling methods.

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Face to Face Selling Skills

### Duration 1 day

Based on competent and professional sales skills, delegates are taught how to sell in a face-to-face situation.

The importance of developing a sales plan and how to marry your benefits to your customers needs will be explained. Delegates will understand why people buy and why they don't whilst developing the essential skills and techniques used by successful sales people. Moreover, we will analyse the importance of gaining initial credibility with the customer to help build trust and rapport by the use of effective questioning and listening techniques. Finally, delegates will learn how to best define the features of their products and match the benefits to their customers' needs.

### Course Outline:

Part 1: Preparing the Way  
What is selling?

- The psychology of the sale
- What makes the client say yes?
- Getting through to the decision maker
- Preparation and planning
- Talk about techniques that will help you to conduct a successful business
- Role-play & scenarios
- The importance of asking open questions
- Using your communication & interpersonal skills
- Listen to what the customer is actually saying
- Avoid making dangerous assumptions
- Selling versus negotiation - what is the difference?

### Part 2: Doing the Deal

- Overcoming customer objections
- Analysing strengths & weaknesses - our side and theirs
- Win-win negotiations
- A five step, proven process to successful negotiation
- Providing 'benefits' to the customer
- Setting achievable objectives
- Closing the deal

Who Should Attend?: New, prospective and existing salespeople with little or no formal training who need the best possible understanding of selling face-to-face . After completing the course, delegates will be able to sell with confidence, enthusiasm and determination.

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Presenting with PowerPoint

### Duration: 1 day

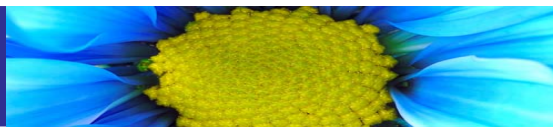
Creating your PowerPoint Presentation should not be your only focus for this type of presentation event. For full impact you need to be well rehearsed in both style and timings. Your slides should not contain your whole message - they are for key points only. YOU should deliver the message the slideshow just helps to keep everyone focused.

### Topics covered in this training:

- Harness the Fear
- Learning Styles
- Presenter Styles
- Planning & Rehearsals
- Speaker Notes
- Printing Handout Sheets
- Preparation, Preparation
- Listen to your voice
- Body Language
- Dealing with questions - pause / hide
- Equipment
- Always have a Plan B

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Improving Customer Service

### Duration 1 day

Arguably the most important area of a business today. In this highly competitive environment, more and more organisations are realising that superior customer service can set them apart from their competitors. This seminar is intended for anyone in the organisation who deals with internal or external customers either face to face or on the telephone.

#### The seminar will enable delegates to:

- Understand why customer service is important to the development of the business
- Identify all personal and organisational requirements needed to succeed with a 'Customer Service' performance of your organisation
- Handle colleagues and customers more effectively
- Present a more professional image
- Create customer loyalty

#### Course Outline

- The importance of customer service
- The difference between external and internal customers
- Meeting customer expectations and generating 'Customer Delight'
- Importance of empathy and developing a rapport with all customers
- Projecting the right image on the telephone
- Personal customer service skills
- The definition of a customer
- The cost of losing a customer
- Identifying customer needs
- Dealing with customers effectively
- How to attract and retain new customers
- Turning customer complaints into positive outcomes
- How to constantly improve the quality of customer service within the organisation

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Effective Telesales Skills

### Duration 1 day

This dynamic and popular course enables delegates to develop their telephone selling skills and self-confidence in order to increase call to order ratios, overcome "brush offs" and convert leads in to sales. Delegates will learn to build and develop a confident telephone manner to break through the barriers that block the path to an appointment or sale. Furthermore they will be able to promote their company and product using the tone and language that inspires customers. Also, ways to avoid rejection and build a relationship with the customer throughout the call will be examined. Finally, effective questioning and listening techniques to match the benefits of products/ services to the customer's needs and to overcome objections will be suggested.

#### Course Outline:

- Different ways of communication.
- An introduction to selling on the phone.
- Structuring a sales call.
- Preparation, organisation and planning.
- Converting incoming calls into sales.
- Outgoing calls – developing a working list.
- Voice projection.
- The confidence to 'Cold Call'
- Effective questioning techniques.
- Active Listening.
- Handling and overcoming objections.
- Closing the sale.

#### Who should attend?

Anyone responsible for making outbound or handling inbound, telesales calls with customers and prospects, including appointment making and dealing with general sales enquiries.

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Successful Sales Skills

**Duration: 1 day**

Based on competent and professional sales skills, delegates are taught how to sell without resorting to high-pressure techniques. The sales process from, from prospecting to after sales service, is explained and delegates are taught the importance of developing a sales plan and how to marry your benefits to your customers needs.

### Course Outline:

- What is selling- an introduction.
- Target Setting.
- Planning- understanding the importance of the 5 Ps.
- Research and objective setting.
- Making appointments effectively.
- The seven stages of the sales process.
- Understanding buyer's behaviour.
- Developing a range of closing techniques.
- Attitude coaching – the key to success.
- Putting it all into practice.

### Delegates will learn to:

- Understand why people buy and why they don't.
- Develop the essential skills and techniques used by successful salespeople.
- Make appointments confidently and with greater ease.
- Gain initial credibility with the customer to help build trust and rapport.
- Use effective questioning and listening techniques to forge firm relationships and influence your customer.
- Define the features of your product and accurately match the benefits to your customers needs.
- Acquire the skills of active listening, identify real objections and handle them professionally and successfully.
- Recognise how and when to secure a sale using a variety of techniques.
- Maintain the motivation and stamina necessary to keep winning business.

### Who Should Attend?:

New, prospective and existing salespeople with little or no formal training who need the best possible understanding of the sales process. On return to the workplace delegates will be able to sell with confidence, enthusiasm and determination.

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Telephone and Reception Skills

**Duration: 1 day**

This comprehensive one-day course will help delegates to develop the skills and attitudes they need in order to deliver quality service in the front line.

### By the end of the course, delegates will be able to:

- Efficiently manage a reception area in line with established policy
- Fully realise the fundamental need for excellent and professional reception skills
- Confidently look forward to receiving people, live or on the telephone
- Project a perfect first image for the callers and visitors
- Be cognisant of security and implement security and safety policy
- Listen and probe to establish each visitor or caller's precise requirements
- Assertively deal with difficult situations; rude, nuisance or complaining callers
- Efficiently manage a busy switchboard – incoming and outgoing skills
- Ensure that all callers are responded to quickly and made to feel uniquely important!
- Show, by example, how all members of the organisation can project a positive image to all callers, thus maintaining a favourable opinion by customers, suppliers and the public at large

### Course outlines Modules:

- Communication skills
- Advantages and disadvantages of telephone communication
- Telephone techniques
- Active and reflective listening
- Barriers to listening
- Asking the right questions
- Dealing with difficult situations
- Handling complaints should attend?

Telephone receptionists, call-centre advisors and all front office staff that receive inbound calls.

**All the courses listed may be tailored to meet the individual requirements of your business.**





## Introduction to Marketing

**Duration: 1 day**

If you think marketing is a departmental function, then this course is for you! While the programme covers the fundamentals of marketing it takes a broad view on the developing role of marketing it takes a broad view on the developing role of marketing in business and explores how all managers can contribute to the total strategy. It is a useful guide to those who want to get the best out of their marketing.

### Course Outline:

- Definition of Marketing
- Marketing – the principles: identifying, anticipating, and meeting customer needs profitably
- Marketing for Products Vs Marketing for Services
- Marketing Research
- Marketing planning and strategy: what factors to consider and their relative importance.
- The marketing planning process
- The promotional mix: from Direct Marketing to PR

### Who should attend?

People relatively new to marketing, who may be new recruits from outside the company or internally – perhaps from another area. However it will also be of real benefit to those working in other departments to help them to understand what marketing is all about and allow them to contribute more to the success of their business.

**All the courses listed may be tailored to meet the individual requirements of your business.**

## Preparing and Implementing a Marketing Plan

**Duration: 1 day**

This course offers a practical approach to preparing and implementing a marketing action plan for any trading division within a larger organisation or a business in its own right. We will review the principles of marketing before moving on to how to prepare a practical marketing action plan that can then be implemented. Delegates will also learn how to integrate the action plan within the existing organisation's structure and resources.

### Course Outline:

- What is marketing and how does it influence sales?
- Marketing Research
- What business are we in? Where do we want to be in x years time?
- Structure of a Marketing Plan
- Understanding the marketing mix
- Contingency Plans
- Case study exercises

### Who Should Attend?

This course is for anyone involved in, or responsible for, business development within an organisation.

**All the courses listed may be tailored to meet the individual requirements of your business.**

