



MAKING YOUR BUSINESS BETTER

Starting and building a business begins with a great idea. At this moment, there are millions of 'great ideas' seeking attention and success. Some of those 'great ideas' may be very much like your own. To make your idea not only stand out, but to take root and grow a sustainable, successful business, you need the right team, tools, and expertise. This one-day course will highlight the essentials of business acumen, from relationship selling to and team building, through to planning and marketing, that will position your company to grow and thrive today and in the future.

This one-day workshop will help you teach participants to:

- ✓ Identify and implement positioning
- ✓ Recognize and work with elements of pricing
- ✓ Identify your 'business culture'
- ✓ Create and implement essential marketing tools
- ✓ Learn and practice techniques of selling and negotiation
- ✓ Review and practice writing effective Requests for Proposals (RFPs)
- ✓ Identify the essentials of project management
- ✓ Learn and implement elements to enhance workplace teamwork and productivity
- ✓ Create your own strategic plan

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Positioning and Pricing

Students will be introduced to the concept that selling requires an intimate relationship with their product or service, because selling is all about relationships. The importance and elements of pricing will also be clarified.



Marketing

Enlarging upon selling as an intimate relationship, this lesson turns to business culture and understanding your customers. The session winds up with adding the remaining elements of the overview of the essentials of marketing.

Selling and Negotiating

Your students will next explore the steps for making a successful sale. They will also be introduced to the relationship model of selling, the components of effective negotiation, and the importance of emotional intelligence.

Request for Proposals

The types of requests that may be directed towards the students are explained. They will then be guided through the standard process of responding to RFQs.

Project Management

The basic elements of project management are presented. They will then learn how to create a project plan, starting with a work structure breakdown and organizing tasks.

Team Building and Productivity

The important process of creating a productive workplace is the topic in this session. Good interpersonal relationships, and a healthy workplace culture are the foundation of productive and effective workplace teams.

Strategic Planning

Planning for success is the purpose of this session. Students will learn about the ingredients that make up the strategic plan, and how to create a coherent document with goals, timelines, and accountability.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.