

# In company training courses

If you know what you need we can develop a course to meet your needs - if you are not sure we offer a unique personal development analysis which identifies the training needs of your staff in line with your business objectives.

In house training programmes will be delivered by a range of specialists in a wide variety of business disciplines.

Our objective is to make a difference that leads to improved working practise, improved and longer term customer relationships and improved profitability.

## Finding and Keeping Customers (at Least Cost)

This intensive seminar will provide you with a valuable insight and overview into how to develop and manage a successful marketing and sales strategy leading to more customers, better customer retention and bigger profits

For anyone who has a responsibility for marketing and is able to influence change within your business, this course guarantees at least FIFTY ideas and a solid framework for developing a marketing plan.

**Intensive, interactive one day course.**

## Profit from Partnership with Suppliers

New for 2001, this innovative seminar brings you a new insight into numerous ways in which you can reduce costs through improved long term relationships with your suppliers. It will show you how your suppliers are willing to give you much more than they are at present, how to develop performance indicators for suppliers and give you a new dimension on the role of purchasing.

Designed for people who can make substantial savings on regular purchases either in manufacturing, wholesale or distribution. Ideally, owner managers or senior managers with responsibility for purchasing and profit will benefit most from this programme and is most likely to appeal to companies with an annual turnover in excess of £1.5m.

**One day seminar with half day follow up workshop.**

## Selling added Value Services

A brand new programme that moves you away from the traditional views about selling and takes you to a new level of winning customers - not just orders. Fast moving and innovative, the seminar contains a wealth of practical advice and concepts that you can put to profitable use the very next day.

Designed specially for sales people with at least 5 years experience including major account managers, Senior sales executives, owner managers and managing directors. It is best suited top people in companies involved in manufacturing, logistics or product distribution.

**Two Day Intensive Seminar.**

## When I'm Calling You

A half day course packed with information about making more successful outbound telephone calls. Ideally suited to people who have had at least three months experience of lead generation, direct selling or customer relationship management.

Delegates will leave this programme with plenty of practical ideas that can be put to work immediately.

**Half day course that can be extended to a day with interactive practise sessions.**

## Off the Hook?

Ideal for people who are involved in answering customer service lines or sales lines. Helps you to sell more product - not just brochures. Prospective customers have called you because they want something - don't let them off the hook!

**Half day course that can be extended to a day with interactive practise sessions.**

## Making better sales presentations

Designed for people who have recently acquired a sales role - either as a full time job or as part of a role that includes other responsibilities. Fast moving and participative, delegates will be able to make a difference in their conversion rates the very next day.

**Full day interactive course.**

## Marketing Planning Workshops

For the marketing team that needs help to prepare a marketing plan. A series of three half day workshops with work completed between each workshop session. Ideal for a team that needs external views and current thinking on marketing planning

**Thee half day work shops.**

# Business Start Training

SDG offers a range of programmes particularly suited to new and recently started businesses.

Usually these courses are provided with 100% funding from Business Links.

The following programmes are amongst the most popular and effective, giving you a great start and plenty of practical ideas from recent and current experience, to be more competitive.

Courses are advertised and booked through local Business Links, so please contact your local office for current details.

**If you are a Business Link looking for training service providers please take a look at our range of training programmes and contact us for further information.**

For over ten years SDG has been providing a range of business start training programmes for customers of Business Links.

Many people who have attended these courses have gone on to develop highly successful businesses and many have become good friends maintaining contact about their progress over the years.

Our style of delivery is relaxed and informal providing even the least confident delegates with an environment in which they can ask questions and discuss concerns.

Some courses have run over a six week period allowing us to develop better relationships with delegates and give them greater confidence to make their businesses a success.

New courses will be developed to suit your training programmes and funding streams but here are just a few of the programmes that have run successfully with demand often exceeding available places.

## **Marketing for Success -**

a six week (18 hours) programme leading delegates through the initial development of a marketing plan with some useful advice on development of sales channels.

## **Business is about Planning -**

a six week programme (18 hours) leading delegates through all aspects of preparing a business plan including trading and cash forecasts. Output related and includes a module on presentation for funding.

## **Sales and Marketing Awareness -**

a two week programme (6 hours) covering the basics of marketing planning and selling techniques. Detailed written handouts provide delegates with a source of reference which many have said they find invaluable.

## **Financial Awareness -**

a two week programme (6 hours) providing new and recent starters with an overview of the business planning process. Includes useful information about Income tax, VAT, National insurance, business insurance, financial planning, banking, accountancy and book keeping. Again detailed written notes provide a useful source of reference.

## **Selling is your Business**

Useful for both new and existing businesses to brush up their sales skills. A two week (6 hours) programme the first part of which is tutorial based and the second is a practical workshop allowing delegates to deal with specific issues or practise their skills. Role play is NOT compulsory.

## Advertising & Promotion

Specifically designed for delegates who have a need to advertise their products and services through a range of media. Includes a section on getting editorial coverage and promoting specific aspects of their business in both a strategic and tactical way. A two part (six hours) programme divided into tutorial and workshop to allow delegates to practically prepare advertisements and editorials.

## Going Direct

A programme to help delegates to develop effective direct mail programmes from targeting to letter writing. Delivered in two parts - tutorial and workshop. Includes the development of CRM databases and the use of e mail as an alternative to conventional post.

## Selling more by Telephone

Mainly designed for the benefit of those who will use the telephone for outbound selling, prospect qualification and lead generation but will also be a benefit to those who want to improve their inbound call handling. A programme of two parts (six hours) during which delegates will learn about sourcing target lists, developing scripts and sales propositions, sales administration and effective telephone techniques.

# Advanced Training

One Day Intensive Seminar followed by half day Workshop

## Profit from Partnership with Suppliers



### Seminar Overview

New for 2001, this innovative seminar brings you a new insight into numerous ways in which you can reduce costs through improved long term relationships with your suppliers. It will show you how your suppliers are willing to give you much more than they are at present, how to develop performance indicators for suppliers and give you a new dimension on the role of purchasing.

### Seminar Content

- The concept of supply chain management
- The benefits of supply chain management
- Feed the Job
- Lateral thinking
- Financial considerations
- First cost versus Last Cost Analysis
- Partnership development
- Using your partners resources

### Target Audience

This seminar is designed for people who can make substantial savings on regular purchases either in manufacturing, wholesale or distribution. Ideally, owner managers or senior managers with responsibility for purchasing and profit will benefit most from this programme and is most likely to appeal to companies with an annual turnover in excess of £1.5m.

### Outcome

An action plan for development of more profitable relationships with chosen partners in the supply chain

### Delivery

This seminar is delivered with two tutors to facilitate delegate interaction and practical exercises. It is anticipated that there will be a delay of two weeks between the seminar and the workshop.

Sales & Marketing Training  
ADVANCED TRAINING

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# Advanced Training

## Two Day Intensive Seminar

## Selling added Value Services

### Seminar Overview

A brand new programme that moves you away from the traditional views about selling and takes you to a new level of winning customers - not just orders. Fast moving and innovative, the seminar contains a wealth of practical advice and concepts that you can put to profitable use the very next day.

### Seminar Content

- The Benefits of Value Added Selling
- Forget about products
- In depth customer research
- Lateral thinking
- Finding the Fox
- The executive Conversation
- Constructing financially based propositions
- What's in it for me?
- Partnership Development

### Target Audience

Designed specially for sales people with at least 5 years experience including major account managers, Senior sales executives, owner managers and managing directors. It is best suited top people in companies involved in manufacturing, logistics or product distribution.

### Outcome

Improved teamwork, improved profits from an action plan specific to the environment of each delegate

### Delivery

This seminar is delivered with two tutors to facilitate delegate interaction and practical exercises. Additional "in company" support is available if required for consultancy and coaching.

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**ADVANCED TRAINING**