

# Making Your Business Better

## **Course Overview**

How a product or service is sold, and how a business is run, has changed. Customers want to know your company's values, selling is about relationships, and your workplace culture impacts productivity. Business relationships, a marketing strategy, and an understanding of the company's core values, guiding principles, strengths and opportunities is vital to growth. In this course, you will learn about these essentials, and how to combine that knowledge into your own Strategic Action Plan.

## **Learning Objectives**

- ✓ Understand positioning and the supply chain.
- ✓ 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.
- ✓ Create effective responses to requests for proposals (RFPs).
- ✓ Identify the essentials of project management and create a management plan.
- ✓ Learn and implement elements to enhance workplace teamwork and productivity.
- ✓ Create your own strategic plan.

## **Course Outline**

### **Session One: Course Overview**

Course Overview  
Learning Objectives  
Pre-Assignment  
Pre-Course Assessment

### **Session Five: Request for Proposals (RFPs)**

Understanding Proposals  
Responding to an RFP  
RFP Activity

### **Session Two: Positioning and Pricing**

Knowing What you Sell  
Knowing What You Sell Activity  
Examining the Positioning  
Supply Chain Activity  
Elements of Pricing  
Pricing Activity

### **Session Six: Project Management**

Elements of Project Management  
Brainstorming Activity  
Creating a Project Plan  
Work Structure Breakdown  
Work Breakdown Structure  
Organizing the Tasks  
Work Breakdown Structure Revisited

### **Session Three: Marketing**

Your Business Culture  
Elements of Culture Activity  
Understanding Your Customers  
Brainstorming Activity  
Marketing Essentials  
Your USP Activity  
Your Marketing Outline

### **Session Seven: Team Building and Productivity**

Individual Relationship Skills  
Good Relationship Skills Activity  
Healthy Workplace Culture  
Workplace Culture Activity  
Core Values  
Core Values  
Building a Team  
Leadership Skills

### **Session Four: Selling and Negotiating**

Making the Sale  
Relationship Model of Selling  
Relationship Model Activity  
Elements of Negotiation  
Social and Emotional Intelligence  
Styles of Negotiation  
Negotiating Style Activity

### **Session Eight: Strategic Planning**

Strategic Planning  
Ingredients of a Good Strategic Plan  
USP Review  
Core Values/Guiding Principles

Core Values Revisited  
Guiding Principles Revisited  
Assembling the Action Plan  
Assembling the Action Plan Activity  
Summary  
Recommended Reading List  
Post Course Assessment  
Personal Action Plan