



Business Development Training For Social Enterprises

Sales & Marketing With Advanced Leadership Communication

(Funding Available)

- Do you run a social enterprise?
- Are you in charge of income generation? (Sales/Membership/Fundraising)
- Is your organisation worried about the current economic climate affecting future income?
- Do your staff lack experience in sales and marketing skills?
- Would your organisation benefit from specialist training aimed at increasing your income pipeline?

If you have answered 'yes' we can offer you skills training from experienced sales and marketing trainers through HCMA (Harmony Coaching & Mentoring Avenues) & ESUDA (Enterprise Start-Up & Development Association)

Sales income is the lifeblood of your social enterprise – being the main activity that offers your organisation a way of making a profit. Even with the best business plan in the world, if your team cannot market and sell your product or service your organisation will not be sustainable in the long term.

Imagine a skilled workforce equipped with the right skills to plan a sales and marketing strategy. Whether you decide to implement a telesales or field sales strategy to increase your organisations income, our training course is designed to teach your staff:

- essential marketing skills – putting your message across to your target market
- marketing strategies – online & offline
- prospecting skills
- opportunity engagement skills
- qualifying skills
- closing skills

The course will teach the fundamental principles of sales and marketing; helping pupils gain knowledge of and appreciate the buying process in order to succeed in building a healthy sales pipeline. Designed to be taught in layman's terms this course can be taken by anyone in your organisation that is responsible for generating income - whatever their current level of performance.

All training courses will be run by at least 2 experienced trainers who will support you through interactive tutor-led sessions, practical exercises and reviewing case studies.

Course Content

- Sales and Marketing elements
- Marketing research
- Market segmentation
- Marketing communication
- Defining the roles of sales and marketing professionals
- Customers motivations for buying
- Consultative sales process
- Affective and persuasive communication
- Customer selection
- New business sales
- Appointment making
- Customer needs analysis
- Sales presentations
- Objection handling
- Closing skills
- Sales cycles
- The habits of successful sales professionals
- Sales & Marketing action planning

This course is run in 5 weekly modules. One day a week will be classroom based, with practical tasks set for the rest of the week. Tutor support will be available during the week in order to enhance the learning experience.

Next course:

Week 1: Tuesday 10th May 2011 (Start)

Week 2: Tuesday 17th May 2011

Week 3 Tuesday 24th May 2011

Week 4 Tuesday 31st May 2011

Week 5 Tuesday 7th June 2011 (Completion)

Course price: £2995 all inclusive

Up to 70% funding is available from Beyond 2010.

For more details about 100% funding or to book your place contact Adriana Lokman on 0800 090 1651 or email adriana@esuda.co.uk



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