

How To Do More Business With Business

Programme Overview

Does working with employers sometimes feel like you're trying to push water uphill?

Are you trying to sell employers NVQ they don't want and compliance programmes they will only take from you because legislation is driving them?

Are you struggling to fit in visits and calls and write proposals and . . . so much else that seems to take up all your time?



If you are, then you need to think again about how you do business with business.

Who will benefit from taking part in this masterclass?

This one-day masterclass is for:

- senior managers
- business development managers
- sales and marketing staff
- curriculum leaders with responsibilities for working with employers
- staff who want to learn how to work more effectively with employers.

What does the programme cover?

During the day you will learn:

- how to set realistic income targets, and why higher income targets are what you really need
- how to build your reputation and credibility in your local marketplace, even with organisations that never buy from FE
- where to focus your sales and marketing activities, and stop wasting your energy on activities that just won't bring in the business
- learn ways of attracting business to you and why old style marketing methods (cold-calling, brochures, prospectuses, etc) don't work as well as they once did
- how to make your CRMS (customer relationships management system) work for you and supply you with the market information you need to succeed
- how to use your website to generate new business and to keep existing customers coming back to you
- how to increase the volume of your repeat business and how to make people want to buy from you again and again, even when you raise your fees.

Book the **How To Do More Business With Business** masterclass into your management development programme and see the difference in your approach to employer engagement.

How To Do More Business With Business - Order Form

(Please print and complete. Then return to the address at the bottom of the page.)

Organisation's Name and Address Post Code	Organisation's Telephone Number Organisation's e-mail address and website
Name of contact for invoicing:	Telephone number for invoicing contact:
How many managers do you wish to enrol on this programme? <i>(Please enclose names and job titles of participants on a separate sheet.)</i>	
Which are your preferred dates for delivery of this programme: <i>(Please offer at least two dates.)</i>	

Purchasing organisation's declaration:

1. I/We wish to book The Adams Consultancy Ltd to deliver the **How To Do More Business With Business** masterclass to managers in our organisation.
2. I/We understand that the fee for delivery of the one-day masterclass **How To Do More Business With Business** to a group of up to fifteen participants is £1,750.00 + VAT*.
3. I am authorised to place this order on behalf of the above organisation.
4. Payment is enclosed./An official purchase order is attached. *(Please delete as appropriate.)*

Name:..... Date:

Job Title:

* VAT registration 630 8379 34
VAT will be charged at the prevailing rate.

If you would like to book the programme to be delivered more than once, please print and complete a separate form for each booking.