

INTRODUCTION

How we work

Our approach to training is simple ... it's all about you!

We will be in touch well before your course even starts to ask you about your work and what you want to achieve - then shape your training accordingly.

Working with small groups gives us time to look at each person's role and the issues they face. We can then help you find solutions to problems and improve workplace performance.

All our courses are 'hands on' and interactive, using exercises and case studies to help you relate the theory to your real life role.

Our aim is that you will walk away from the course equipped not with only new or better skills, but the confidence and focus to put them into practice at work.

DURATION

ONE DAY

FEE

£295

STRATEGIC PLANNING FOR BUSINESS DEVELOPMENT

Turning Targets into Tangible Business Growth

AIMS

A strategic plan can and should be a dynamic guide that focuses our efforts to achieve targets – not just another document destined for a filing cabinet. This challenging course has been designed specifically to equip participants with the tools they need to develop and implement a practical plan that will enable them transform corporate objectives into business winning strategies.

OBEJECTIVES

At the end of the course, you will be able to:

- Assess your current business position and highlight opportunities
- Identify and source the information essential to developing your plan
- Translate corporate targets into results-oriented activities
- Utilise the tools provided to develop and implement winning strategies
- Establish objectives and performance indicators to monitor your success

CONTENT

Strategy in Context

- From vision to mission to action
- Translating corporate goals
- The cascade effect

What is the point of strategic planning?

- Why do we need a plan?
- Do you work the plan or does it work you?

Assessing the Current Position

- Competitor Analysis & Differentiation
- Market Analysis & Segmentation
- What shape are we in?

Defining Targets & Priorities

- Creating multiple bottom lines
- Identifying critical success factors

- Prioritising the deliverables

Making it Happen

- Choosing effective strategies
- From strategy to detailed action plans
- Establishing measurement criteria

Working with a living plan

- Responding to market changes
- Results as future indicators
- Keeping the plan current

CONTACT

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WHO WILL BENEFIT?

Those involved in sales/business development who want to structure & focus their efforts