

BUSINESS DEVELOPMENT PROGRAMME

Develop core skills and insights to help you and your business grow



Black Country
Chamber of
Commerce

DEVELOP CORE SKILLS FOR YOU AND YOUR BUSINESS

A programme of five modules designed to develop your knowledge and core competencies in order to help your business grow.

Throughout the programme, participants will learn practical and transferable skills through engaging and interactive content and connect with other learners from a variety of sectors.

WORKSHOP DATES

Tuesday 10 September 2019

Tuesday 8 October 2019

Tuesday 12 November 2019

Tuesday 10 December 2019

Tuesday 21 January 2019



FOUR WORKSHOPS FOLLOWED BY AN EVALUATION SESSION

BUSINESS PLANNING

- Reviewing of business plan
- Goal setting
- Skills evaluation
- Competitor analysis
- Employing staff

MARKETING

- Identifying routes to market
- Brand development
- Marketing campaigns & social media
- Target market and segmentation

FINANCE

- Cash flow forecasting
- Book-keeping software and tools
- Making tax digital
- Avenues for funding
- Invoicing and credit control
- Debt recovery

SALES & GROWTH

- Vision and purpose
- Creating a sales funnel
- Developing the perfect sales pitch
- Upselling and scaling
- Targets for growth

**PERFECT FOR START-UPS AND
SMALL TO MEDIUM-SIZED
BUSINESSES WHO ARE LOOKING
FOR WAYS TO DEVELOP AND GROW**



UNLEASH YOUR POTENTIAL

The programme is delivered by Lynne Jones from Thomas Jones Consultants who has over 30 years business management experience. Lynne's background as a successful business owner and trainer has seen her help and inspire a range of businesses who are looking to get the basics right and lay the foundations for future success.



Delivered in conjunction with the Black Country Chamber of Commerce, the course will take place at their Wolverhampton Office

Cost

£295 (+VAT) - for members
£995 (+VAT) - for non-members

To book or for more information contact:

alisontrinder@blackcountrychamber.co.uk
07980 906 921

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