

## **Our Portfolio of Business Development Training Courses – June 2005**

<b>COURSE</b>	<b>TARGET GROUP</b>	<b>Objectives</b>	<b>DURATION</b>
<b>Making ICT Choices – a Guide to Decision making for SMEs</b> Ref: TBP/03/001	<ul style="list-style-type: none"> <li>• owner/managers of SMEs</li> <li>• sole traders</li> <li>• partnerships</li> </ul>	Enable owner/managers to select hardware, software, networking and telecommunications services which best suit their needs and budget.	1 Day
<b>Managing a Tender Response within the SME</b> Ref: TPB/03/002	<ul style="list-style-type: none"> <li>• existing SMEs</li> <li>• new business starts</li> </ul>	Provide insight, knowledge and understanding of the tendering process. Enable participants to appraise and respond effectively to tendering opportunities.	8 x 3 hour sessions
<b>Bad Debt Avoidance and Recovery for the Small Business</b> Ref: TPB/03/003	<ul style="list-style-type: none"> <li>• owner/managers of SMEs</li> <li>• sole traders</li> <li>• partnerships</li> </ul>	Provide skills to assess credit risk, protect against bad debt, spot early warning signals, take corrective action and minimise impact of debt should it arise.	1 Day
<b>Developing a Training Needs Analysis within Small Business</b> Ref: TPB/03/004	<ul style="list-style-type: none"> <li>• owner/managers of SMEs</li> <li>• sole traders</li> <li>• partnerships</li> </ul>	Develop skills to identify current and impending skill gaps, analyse training needs and source appropriate, cost-effective training	1 Day
<b>Family Friendly Initiatives in the Workplace – E-Work and Flexible Work Practices</b> Ref: TPB/03/005	<ul style="list-style-type: none"> <li>• owner/managers</li> <li>• HR specialists</li> <li>• SMEs with specialist or dispersed skills</li> </ul>	Create awareness and understanding of management tools and practices necessary to implement flexible work strategy, e-working possibilities, family-friendly work patterns.	1 Day
<b>Remote Working Implementation – using Technology to retain/access Skills</b> Ref: TPB/03/006	<ul style="list-style-type: none"> <li>• HR managers</li> <li>• owner/managers</li> <li>• SMEs</li> </ul>	Create knowledge and awareness of <ul style="list-style-type: none"> <li>• ways to optimise staff performance whilst on the road, away from the office or working from a home base</li> <li>• accessing skills externally on a sub-contract or outsourced basis.</li> </ul>	1 Day
<b>New Ideas for Old Business – New Business from Old Ideas</b> Ref: TPB/03/007	<ul style="list-style-type: none"> <li>• existing SMEs</li> <li>• new business starts</li> </ul>	Develop skills necessary to exploit the potential of ICT to change the way in which businesses are developed and managed and to trigger renewed growth within businesses which have matured or are in decline.	4 x 3 hour sessions
<b>Using the Internet Strategically as an Effective Business Tool</b> Ref: TPB/03/008	<ul style="list-style-type: none"> <li>• existing SMEs</li> <li>• new business starts</li> </ul>	Introduce the Internet as a means of research, sourcing goods and information, identifying and monitoring competition and communicating internally and externally.	1 Day
<b>Establishing an E-Business</b> Ref: TPB/03/009	<ul style="list-style-type: none"> <li>• Sole traders</li> <li>• Partnerships</li> <li>• Business start ups</li> </ul>	Provide an in-depth study of the skills and tools which form the basis of successful e-businesses.	8 x 3 hour sessions
<b>Strategic Marketing Tools for the Small Business</b> Ref: TPB/03/010	<ul style="list-style-type: none"> <li>• owner/managers of SMEs</li> <li>• sole traders</li> <li>• partnerships</li> </ul>	Provide overview of cost effective marketing tools for the small business, taking into account human resources, budget and reach to target market.	1 Day
<b>Ergonomics – Setting up a Safe and Efficient Workstation – a guide for SMEs</b> Ref: TPB/03/011	<ul style="list-style-type: none"> <li>• owner/managers of SMEs</li> <li>• sole traders</li> <li>• partnerships</li> </ul>	Provide overview of the Health and Safety responsibilities of employer and guidelines for setting up and maintaining an ergonomic workspace within the office environment.	1 Day

<b>Effective Time Management</b> Ref: TPB/03/012	<ul style="list-style-type: none"> <li>owner/managers</li> <li>voluntary organisations</li> <li>community development leaders</li> </ul>	Provide knowledge and skills to analyse effectiveness of current practice. Assist participants in identifying problem areas and make adjustments to maximise use of time.	1 Day
<b>3 Ms – Minutes, Meetings and Management</b> Ref: TPB/03/013	<ul style="list-style-type: none"> <li>community groups</li> <li>voluntary organisations</li> <li>small business managers</li> </ul>	Provide participants with and awareness and understanding of how to prepare for and structure meetings, keep good records, manage conflict and understand roles.	1 Day
<b>Quick and Dirty Marketing</b> Ref: TPB/ 03/014	<ul style="list-style-type: none"> <li>SMEs</li> <li>Sole traders</li> <li>fundraisers</li> </ul>	Provide overview of how to maximise the impact of marketing effort for the least possible spend!	3 hour seminar
<b>Making Effective Presentations</b> Ref: TPB/03015	<ul style="list-style-type: none"> <li>SMEs</li> <li>new business start-ups</li> <li>voluntary organisations</li> <li>community development leaders</li> </ul>	Provide participants with an understanding of how to maximise the effectiveness of presentations, taking into account the objectiveness of own organisation and information needs of the target audience.	1 Day
<b>Selling Skills for Small Business – business to business</b> Ref: TPB/03/017	Sales personnel for owner/managers, family businesses and SMEs who sell directly to other businesses.	Improve selling skills through improved prospecting skills, sales closure techniques, relationship development, loyalty systems and repeat business generation.	1 Day
<b>Selling Skills for Small Business – business to consumer</b> Ref: TPB/03/018	Sales personnel for owner/managers, family businesses and SMEs who sell directly to customers.	Improve selling skills through improved prospecting skills, sales closure techniques, relationship development, loyalty systems and repeat business generation.	1 Day
<b>Selling Skills for Small Business – Retail and Hospitality Sectors</b> Ref: TPB/03/019	Sales personnel in retail and hospitality sectors.	Improve selling skills through improved sales closure techniques, relationship development, loyalty systems and repeat business generation, with specific reference to the retail and hospitality sectors	1 Day
<b>Decision-Making</b> Ref: TPB/03/020	<ul style="list-style-type: none"> <li>owner/managers</li> <li>voluntary organisations</li> <li>community development leaders</li> </ul>	Introduce decision making skills in a business environment. Includes risk assessment and evaluation techniques, impact assessment and implementation.	1 Day
<b>Mail Merge – The Masterclass!</b> Ref: TBP/03/021	<ul style="list-style-type: none"> <li>Administrative and marketing personnel in commercial and voluntary sectors</li> </ul>	Provide participants with the skills necessary to use the resources they have to build and keep updated a relevant database and use it effectively for marketing and communications purposes.	Half day
<b>'Have youse yins been seen till yet?'</b> Ref: TPB/03/022	Owner/managers and customer facing personnel in retail and hospitality sectors – people who come into contact with tourists who may speak English, but it may not be their mother tongue!	To improve communications skills through an improved understanding of Standard English, thereby improving sales increasing customer satisfaction and repeat business generation.	Half day