

Leading Business Consultancy Ltd
Summary of Seminar Topics

	Topic	Duration	Subject
1	Perceived Indifference	Half-a-day	Marketing
2	Managing Your Cash-Flow	Half-a-day	Finance
3	Working ON and not IN your business	Half-a-day	Planning for business success.
4	Creating a Sales System that works for your business	Full-day	Sales
5	Maximising Referrals for your business	Half-a-day	Sales
6	For Ways to Grow Your business	1 Day	Business Development
7	Team Management & Development	Half-a-day	People Development
8	What's In it for me? The language of sales	Half-a-day	Sales
9	How to best price your products and services	Full Day	Marketing
10	Towards Awesome Service	2 Days	Marketing & Customer retention
11	Building a better business	2 Days	Marketing
12	Planning for Success	Half-a-day	Planning
13	Building your business profile	Half-a-day	Marketing
14	Offers- the key to generating more sales	Half-a-day	Marketing
15	Starting a new business	1 DAY	Start-ups
16	Raising finance for your business	Half-a-day/1day	Finance
17	Customer Care & Loyalty	1day	Customer Service

FOR MORE INFORMATION AND ON THIS AND OTHER TRAINING SEMINARS, PLEASE CONTACT Ade ON 07908 990 377 OR EMAIL: ade@leadingconsultancy.co.uk

Seminar Topics description

1. **Perceived Indifference- Are you suffering from it?**
 Businesses will discover what 'Perceived Indifference' is and find out whether it is affecting their sales. When SMEs begin to understand 'Perceived Indifference' they will become more focused on customer service and their sales should increase.

2. **Managing Your Cash Flow**
 Educates SMEs on the importance of managing cash flow and how to maintain cash liquidity, thereby ensuring the company remains in business.

3. **Working ON and not IN the business**
 Educates SMEs about the effects working 'on' their business can have for their future. When clients begin to spend more time working 'on' their business rather than 'in' it, their businesses will develop more quickly and should increase in value.

4. **Create a sales system that works for you: full day**
 - a) **Create a system that works for you:**
 Educates businesses about how to make selling a far easier process. In fact, how to systemize it to the point whereby they not only achieve that goal but also increase sales in many cases—dramatically.
 - b) **Have your customers take the 6 questions test**
 This test helps SMEs better understand why customers choose one business over a competitor, so sales will convert more easily, and they'll enjoy an improved return on their marketing investment.
 - c) **Create a business profile that works for you**
 Your clients will learn the key steps required to create a business profile for their business and how to use it in their sales processes, to induct team members, deal with banks, educate new suppliers about the nature of their business, and more.

5. **Maximise Referrals**
 - a) **Seven Ways to gather referrals for your business**
 Educates SMEs on how to create a referral system. If your clients begin to implement these ideas, they will be more likely to create a referral system that genuinely works, providing an ongoing, steady flow of customers in an inexpensive way.

 - b) **Harnessing the power of "Word of Mouth"**
 Educates SMEs about how to systematically capture 'word of mouth'. If your clients begin to tap into 'word of mouth' or referrals in a more structured way, it could impact the size and profitability of their client base significantly.

C) Make your business easy to deal with

Educates SMEs on how to make their businesses the kind of business people can and do happily refer. They'll discover how to implement these within each facet of their business to ensure an ongoing flow of new leads from their own client base.

6. Four Ways to grow your business -

Educates SMEs about the 4 ways to grow their businesses—a) winning new customers. B) Winning repeat business c) Increasing the Average Transaction value d) Improving the effectiveness and processes within your business to ensure achievement of the first 3 ways to grow their business

7. Team Management

a) Creating a Team Commitment

Educates SMEs about how to create a 'team commitment' so customers will feel more confident as to what to expect and therefore more likely to buy. The process of creating a team commitment also improves teamwork within the business.

b) Recruiting good people

Teaches participants the importance of manpower planning, writing job descriptions, interviewing techniques, writing rejection and acceptance letters, conducting Inductions and monitoring team member development within the company.

8. What's In It For Me? The language of sales

This gives businesses the knowledge into how to use another 'language' to their advantage - one that reaches people and generates a positive response. Called 'What's In It—For Me?' it could make all the difference to your clients' marketing and sales processes.

9. Pricing your products & services:

A) Is it really an issue?

B) Getting your Pricing strategies right

Here your clients gain an insight into the true significance of price. They'll discover why understanding that price may NOT be the main motivator for most customers, it is critical to their success and in some cases downfall.

Educates your clients about why it's important to decide where they want to be in the market. Pricing policy is the key determinant of that positioning. They'll discover what it involves for their business, and what it could mean to the future of their business.

10. Unique Core Differentiators

a) Types of Unique Core Differentiators x 2

- b) Creating a UCD
- c) Use of Guarantees as a UCD

If SMEs begin to articulate what makes their business unique, potential customers will understand why they should buy from your clients rather than their competitors—more easily. This will increase sales and grow the business in the marketplace.

This also explains why people truly buy from a business and how to create the differentiation to motivate customers. Your clients will discover if they begin to articulate clearly defined 'UCD's,' they will stand out from the crowd and people will buy more easily.

11. Towards Awesome Service

Towards Awesome Service is a 1-day interactive video-based training programme that is designed to show business owners how to turn an ordinary business into a truly "extraordinary" or awesome one. The Highlights of the programme include:

- Identifying the purpose of your business.
- Identifying opportunities for giving awesome service
- Identifying areas of perceived indifference in your business
- Creating a greater Customer focused team
- Creating delight versus satisfaction
- Differentiate the business from its competitors through service excellence.
- Improving customer retention rates

12. Building a better business

Building a Better Business is a 1-day video training programme designed to show what it takes to improve the profitability of your business. You will learn specific and relevant leveraged marketing strategies that will enable you as a business owner to run a more effective and profitable business.

13. Planning

a) Failing to plan = planning to fail.

Educates your clients about the benefits of completing a business plan, or at the very least detailed 'action plans'. When your clients begin to plan their business, the financial and personal rewards will be far greater

b) Time Management

Educates business owners on how best to manage their time to increase business effectiveness and efficiency.

14. Your Business Profile – an important tool

Participants will learn the key steps required to create a business profile for their business and how to use it in their sales processes, to induct team members, deal with banks, educate new suppliers about the nature of their business, and more.

15. Offers, the key to generating more sales

'Offers': a powerful tool to win new business.

This gives your clients an insight into offers, what they are, why they're critical to the success of their marketing, and 7 different types of offers to generate a response—fast. And they'll see some examples.

Increase your average sale by making offers your customers can't refuse!

Gives clients an insight into packaging products or services together as an offer, offering upgrades, or creating incentives or bulk discounts to increase the average sale. And your clients will look at some examples.

Entice your customers to buy from you again with offers and bonuses.

This information helps your clients discover just how important offers can be to bring customers back again and again. Making sure customers return more often to purchase again is one of the key ways to grow a business so this is an important issue.

How to create great 'offers' for your business.

Gives clients an insight into creating offers that overcome human inertia and motivate people to act NOW. Your clients will learn about how to create offers that really will generate a response

16. Starting a New Business- All you need to know.

This is a whole-day seminar that covers the following topics:

- Evaluating your business idea
- Self Employment, Is it for you?
- 7 reasons why small business fail
- Types of business legal structure- Sole Trader, Ltd Company etc
- Intellectual Property Rights
- Registration with the HMRC (Inland Revenue)
- Market, Marketing Promotion & Market Research
- Legal Aspects- Licensing, Insurance, Health & Safety
- Finding Premises
- Things the banks look for funding a business
- Writing a Business Plan

17. Raising Finance for your business

This Seminar covers the following topics

- Sources of Finance
- Bank Loan Requirements
- Managing your Cash Flow
- Financial Forecasting

18. Customer Care & building loyalty

The seminar covers

- Making First Contact
- 3 Key elements of customer service
- Creating the right Image
- Responding to Customers
- The 7 Service Sins
- Communicating to Customers
- Company Procedure
- Going the Extra Mile

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Additional Training Topics	
1	Your seven-step, one-day marketing plan
2	The lifetime value of your customer
3	Differentiate or die: creating your unique selling proposition
4	The five-step formula to creating your marketing message
5	Tapping into your most valuable asset: your customers
6	How to thrill your customers
7	Joint ventures: using other people's customers to get a rush of new business
8	What business are you in?
9	Niche marketing: expand your customer base by narrowing your marketing focus
10	Thirteen elements of a winning small business advertisement
11	Twelve-step foolproof sales letter template
12	How to price your product or service for maximum profit