



Business Plan: Researching, Developing and Implementing Successful Business

Course Overview

Business planning is critical in the achievement of business objectives and hitting targets. This Business Planning training course provides a thorough grounding in how to create, measure and implement a business plan. Delegates will address the key strategic, planning and budgetary issues for implementing a successful business plan and have the opportunity to review the initial stages of their own plans using their own real data.

Who should attend?

Department heads, sales managers, marketing managers, senior managers and others who need to develop their business planning and control skills.

Course Objectives

By the end of the program, participants will be able to:

- Analyze the business environment and conduct an effective SWOT analysis.
- Explain the critical importance of a well thought-out business plan for the success of the organization.
- Define the most appropriate goals and strategies using techniques such as gap analysis and portfolio management.
- Choose and implement tactics and programs designed to maximize operational success.
- Develop a practical plan that will enable management to monitor and control the progress of the organization.

Course outline

Assessing your Current Impact and Ways to Improve It

- Your customer and you - the psychology of selling
- Transactional Analysis and sales
- Getting to speak to the right people
- The buyer's motivation
- Relationships and rapport - key elements to success
- Advantageous use of voice and body language
- How successfully do you build relationships?

Conduct a Personal Audit and Review your Skill Sets

- Why is the relationship important?
- Accurately assess your target customers
- Identify key skills and approaches for different types of customers
- Developing the customer - better than your competitor's



Researching the Scope and Strength of the Competition

- Elevating your product and service from the competitor's
- Extending the range of 'purchases'
- Long term 'buy in' from clients
- Keeping competitors out
- Selling the solution

Effective Proposals to Beat the Competition

- Presenting the solution for maximum impact
- Recognising the benefits that buyers want
- Understanding the value of intangible benefits
- Selling yourself as well as your product or service

Developing a Long Term Partnership

- Opening the door to develop a partnership with the customer
- Helping the customer succeed - creating the long term 'win-win'
- Involving the customer in your own products/service development
- Continuing to exceed expectations

The Key Elements of a Business Plan

- What is the business plan? Its purpose and key elements
- Understanding the business plan cycle
- Techniques for developing business planning
- Relating your plan to corporate objectives and strategy
- Identifying resources required

Business Analysis and Strategic Planning

- Market analysis - SWOT
- Competitive profiling and analysis
- Market analysis - market size and future trends
- Boston Matrix
- Strategic planning

Implementing the Plan

- Financial management and reporting
- Creating and controlling a budget - managing costs, cash flow, income and profit
- Pay out and return on investment
- Risk identification and management
- Managing resources - setting team/departmental objectives and direction

Evaluating and Evolving the Business Plan

- Measuring success - where are you in the plan and what have you achieved
- Reviewing and reporting progress versus plan

Personal Development

- Develop a personal action plan