**Programme 1 - How to market your business online using video**

**This programme will be aimed at:**

This practical hands-on course is to equip business owners and managers how to produce digital video to market your business. Learn which types/formats work best, how to plan, shoot and edit, and how to publish and promote your videos online.

**Objectives of the programme:**

Understand the Importance of Video Marketing

* Define the role of video in the modern marketing landscape.
* Recognise the impact of video content on audience engagement and brand visibility.

Create Compelling Video Content

* Learn the fundamentals of storytelling and scriptwriting for effective videos.
* Understand the importance of visual appeal, aesthetics, and branding in video creation.

Master Video Production Tools

* Gain proficiency in using video production tools and software.
* Learn basic shooting, editing, and post-production techniques.

Utilise Live Video

* Understand platform-specific best practices for major online channels (e.g., YouTube, Facebook, Instagram, LinkedIn).
* Explore techniques for optimizing video content for search engines.

Measure and Analyse Performance

* Learn how to analyse video metrics and interpret key performance indicators (KPIs).
* Use analytics to refine and improve future video marketing efforts.

Develop a Video Marketing Strategy

* Develop a comprehensive video marketing strategy aligned with business goals.
* Identify target audiences and tailor video content to meet their needs.

**Duration and Delivery**

This programme will be delivered through:

* 1 full day workshop (7 hours with 1 hour lunchbreak)
* Quotations should be based on the assumption of 10 participants on the programme

**Programme 2 - SEO for Business Essentials**

**This programme will be aimed at:**

This course is to equip business owners and managers with the fundamental knowledge and skills needed to understand, implement, and optimize search engine optimization (SEO) strategies for business success.

**Objectives of the programme:**

Understand the Basics of SEO

* Define and explain the basic concepts and terminology related to search engine optimisation (SEO).
* Understand the role of SEO in enhancing online visibility and driving organic traffic.

Keyword Research and Analysis

* Develop skills in conducting comprehensive keyword research relevant to the business.
* Understand the importance of long-tail keywords and user intent in search queries.

Technical SEO Essentials

* Learn about technical aspects of SEO, including website structure, crawlability, and mobile optimization.
* Understand how to use tools like Google Search Console and SEO auditing tools.

SEO Strategies

* Develop a customised SEO strategy aligned with business goals and objectives.
* Understand how to prioritize and execute SEO tasks effectively.

SEO Analytics and Measurement

* Learn how to conduct competitor analysis in the context of SEO.
* Identify opportunities and gaps based on competitor performance.

**Duration and Delivery**

This programme will be delivered through:

* 1 full day workshop (7 hours with 1 hour lunchbreak)
* Quotations should be based on the assumption of 10 participants on the programme

**Programme 3 - Building your Brand / Profile**

**This programme will be aimed at:**

This course is to equip business owners and managers with the knowledge, skills, and strategies necessary to establish and enhance their personal or business brand. The participants should gain the knowledge and skills necessary to create, enhance, and manage a powerful and authentic brand presence that resonates with their target audience.

**Objectives of the programme:**

Define Personal or Business Brand

* Define and explain the basic concepts of branding, including the definition of a brand, brand identity, and brand equity.

Identify Target Audience

* Help participants understand the importance of knowing their target audience, creating buyer personas, and tailoring brand messaging to resonate with specific demographics.

Create a Unique Value Proposition

* Assist participants in defining and articulating a unique value proposition that sets the brand apart from competitors and addresses customer needs.

Establish a Consistent Brand Image

* Emphasise the importance of consistency across all brand touchpoints, both online and offline, to build and reinforce brand recognition.

Utilise Online Platforms for Branding

* Provide insights into building a strong digital presence, including social media strategies, online reputation management, and effective use of digital channels.

Effective Communication Skills

* Train participants on effective communication strategies to convey the brand's message, story, and values internally and externally.
* Explore the concept of the customer journey and how every interaction contributes to the overall brand experience.

Reputation Management

* Prepare participants to handle potential crises that may impact the brand's reputation, and provide strategies for rebuilding trust if needed.

Adapt to Changes and Evolve

* Encourage a culture of continuous learning and improvement in brand-building strategies, considering market changes, customer feedback, and emerging trends.

**Duration and Delivery**

This programme will be delivered through:

* 1 full day workshop (7 hours with 1 hour lunchbreak)
* Quotations should be based on the assumption of 10 participants on the programme

**Please provide clear pricing around flexible delivery options for the workshops i.e. virtually and in person. It is expected the majority of the mentoring should be delivered in a physical environment**

**Programme 4 - Accelerating your selling methods**

**This programme will be aimed at:**

This program is to equip business owners and managers with the knowledge, skills, and strategies to enhance and expedite the sales process. The participants should be well-equipped to accelerate their selling methods, resulting in a more efficient and effective sales process that drives business growth.

**Objectives of the programme:**

Understand Modern Selling Technique

* Ensure participants have a solid understanding of basic sales principles, including the sales funnel, prospecting, qualifying leads, and closing techniques.

Utilising Technology in Sales

* Introduce and train on the effective use of sales technology, including customer relationship management (CRM) systems, sales automation tools, and other relevant technologies to streamline processes.

Enhance Communication Skills

* Enhance verbal and non-verbal communication skills to convey information clearly, persuasively, and in a manner that resonates with the audience.

Developing Sales Strategies

* Guide participants in developing personalized and effective sales strategies that align with the organization's goals and target market.

Closing Deals

* Provide training on various closing techniques and strategies to help participants confidently and effectively bring deals to a successful close.

Negotiation Skills

* Enhance negotiation skills, enabling sales professionals to reach mutually beneficial agreements and handle negotiations with confidence.

Customer Retention Strategies:

* Include strategies for maintaining strong relationships with existing customers, encouraging repeat business, and generating referrals.

**Duration and Delivery**

This programme will be delivered through:

* 1 full day workshop – (7 hours including 1 hour lunchbreak)
* Quotations should be based on the assumption of 10 participants on the programme

**Programme 5 - Enhancing your team to sell**

**This programme will be aimed at:**

This training program is to equip business owners, managers and team members with the skills, knowledge, and strategies necessary to collectively improve their sales performance. The training program seeks to enhance the overall effectiveness and cohesiveness of the sales team, resulting in improved sales performance and the attainment of collective goals.

**Objectives of the programme:**

Foster a Collaborative Sales Culture

* Foster a collaborative and cohesive team environment, encouraging effective communication and mutual support among team members.

Understand Team Dynamics

* Clarify individual roles within the sales team and emphasize how each member contributes to the overall sales process. Define responsibilities and expectations.

Enhance Communication Skills

* Enhance the team's communication skills to ensure that they can articulate the value proposition, handle objections, and maintain positive interactions with clients.

Training on Sales Processes

* Provide comprehensive training on the sales processes adopted by the organization, ensuring that every team member is aligned with the standardized approach to selling.

Sharing Best Practices

* Facilitate the sharing of successful sales strategies and best practices among team members, creating a culture of learning from each other's experiences.

Team Goal Setting

* Establish clear, achievable sales goals for the team, aligning them with the organisation's overall objectives. Encourage goal-setting at both individual and team levels.

Motivation and Recognition

* Implement strategies to motivate the sales team, including recognition programs, incentives, and rewards for achieving individual and collective milestones.

Handling Team Challenges

* Equip team leaders with strategies to address common challenges within the team, such as conflict resolution, overcoming obstacles, and maintaining morale during tough periods.

**Duration and Delivery**

This programme will be delivered through:

* 1 full day workshop – (7 hours including 1 hour lunchbreak)
* Quotations should be based on the assumption of 10 participants on the programme

**Programme 6 – Bookkeeping for Business**

**This programme will be aimed at:**

The aim of a Bookkeeping training program is to equip business owners and managers with the essential knowledge, practical skills, and understanding required to perform accurate and efficient bookkeeping for their business. The training aims to equip individuals with the foundational principles and practical techniques necessary to maintain organised financial records. This course covers key aspects of bookkeeping, financial management, and the use of industry-standard software.

**Objectives of the programme:**

Understand the Basics of Bookkeeping

* Provide a foundation in fundamental accounting principles, including the concepts of debits and credits, double-entry accounting, and the accounting equation.

Record Financial Transactions

* Train participants on the proper methods of recording various financial transactions, including sales, purchases, expenses, and other relevant entries.

Bank Reconciliation

* Teach the process of reconciling bank statements with the business's financial records to identify and rectify any discrepancies.

Understand Financial Statements

* Provide an overview of key financial statements, such as the income statement, balance sheet, and cash flow statement, and explain how to generate and interpret them.

Budgeting Basics

* Introduce the concept of budgeting and guide participants in creating basic budgets to plan and control business finances.

Compliance and Regulations

* Educate participants on the legal and regulatory requirements related to bookkeeping, ensuring that the business adheres to accounting standards and local regulations.

Budgeting Basics

* Introduce the concept of budgeting and guide participants in creating basic budgets to plan and control business finances.

Understanding Taxation

* Familiarise participants with basic taxation principles relevant to bookkeeping, including the recording of tax-related transactions and compliance with tax regulations.

Financial Reporting

* Instruct participants on the process of generating periodic financial reports and understanding their significance for decision-making and business analysis.

**Duration and Delivery**

This programme will be delivered through:

* 5 \* 3 Hour workshops ( 5 evenings of 3 hours each)
* Quotations should be based on the assumption of 10 participants on the programme