

Winning New Business & Making Marketing Work

Funded Workshop Programmes – Autumn / Winter 2010

These Workshops are aimed at Owner Managers, Sales Managers, Sales Consultants, Business Development Managers, Sales Associates, Account Management, Client Development Representatives, Marketing Managers, Marketing Assistants and Marketing Co-ordinators involved in any part of the process required to deliver improved sales, marketing and business development success to their organisation.

Date	Winning New Business Workshops	Timing
13 th September	Networking With Skill & Confidence	9.30am – 4.00pm
5 th October	Prospecting & Appointment Setting	9.15am - 4.45pm
11 th November	Converting Appointments to Business	9.15am – 4.45pm
2 nd December	Managing a Winning Sales Team	9.15am – 4.45pm
Date	Personal Development Workshop	Timing
4 th November	Presenting With Skill & Confidence	9.00am – 5.00pm
Date	Making Marketing Work Workshops	Timing
15 th October	Practical Marketing Techniques	9.15am – 4.45pm
8 th November	Developing a Marketing Strategy	9.15am – 4.45pm
25 th November	Using the "Write" Words	9.15am – 4.45pm
9 th December	Tools for Creativity & Innovation	9.15am – 4.45pm

This Workshop Programme has already been delivered to many businesses across the Yorkshire & Humber region and has received fantastic feedback for the practicality and effectiveness of the content. Delivered by sales, marketing and business development specialists, participation will give you the insight, skills and confidence to be more effective, more confident and generate more results in whatever sales, marketing or business development environment you operate in.

Whatever your current level of skill or confidence – let us help you to significantly increase your performance in these key areas.

To book your place(s) on any of these funded Workshops, (all of which have limited availability and are offered on a first come first booked basis), simply drop an email to cpd@york.ac.uk or ring the University of York Corporate Training Unit on **01904 435214**

www.york.ac.uk/salesandmarketing

The University of York & Higher York Partnership “Winning New Business” Workshop Programme

Don't Just Take Our Word For It.....

The following are just a few testimonials from business development professionals, business owners and managers who have already experienced this fantastic programme with and for their businesses.

“I just wanted to let you know that Rachel said that yesterday's course was the BEST she has ever been on! High praise indeed!

She really enjoyed it, learnt lots and cannot wait to put it all into practice. She could not believe how much energy and enthusiasm you managed to give the group throughout the day, especially with such a lot to cover and with such a diverse range of delegates”.

Claire Morley-Jones
Managing Director, HR180

“We have sent a number of our business development team on a number of these sessions and the feedback has been unanimously excellent – even from the most experienced of them.

The focussed, dynamic and professional approach of the Workshop Hosts has been invaluable in supporting our continued drive towards even better development of our team and we have seen a significant improvement in confidence from all of those participating. We can only highly recommend these sessions”.

Lisa Stevenson
HR Director, SES

“With a number of our team having attended the early 2010 Workshops, we cannot wait for the Autumn Programme to access more of the same high quality, effective training for other team members who missed the earlier sessions.

The feedback has been fantastic and the confidence and results of those who have attended has increased measurably as a result”.

Jonathan Abbott
Founder & Big Cheese, Scarlett Abbott

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