

South East Enterprise
COURSE PROGRAMME: MAY – JULY 2010

The venue for most courses is our training centre in Burney Street, Greenwich. A few courses are delivered at other locations and these are clearly identified.

Name of applicant

<u>Course</u> <i>Tick box if course required</i>	MAY	✓	JUNE	✓	JULY	✓
NEW Equal Opportunities & Diversity Policy (half day) What should be in your policy, how to write it & how to implement it effectively.			Wed 23rd 9.30 – 12.30			
NEW Health and Safety Policy (half day) What should be in your policy, how to write it & how to implement it effectively.			Thurs 10th 9.30 – 12.30			
NEW Environmental Policy (half day) What should be in your policy, how to write it and how to implement it effectively.					Wed 14th 9.30 – 12.30	
NEW Business Differentiation (half day) How to find your Unique Selling Point (USP) and make your business stand out in ways that are not based on price alone.			Mon 21st 9.30 – 12.30			
NEW Social Networking For Business (half day) You will learn the purpose of Social Networking tools for business, their conventions and best practice. They will setup and learn to manage accounts in Facebook, Twitter, Wordpress and LinkedIn.	Mon 24th 9.30 – 12.30					
NEW How To Write Effective Sales Proposals (half day) This workshop will help you understand how to write a sales proposal that will increase your chances of getting a sale. It is an ideal follow-on to the course 'How To Get Sales Appointments & How To Maximise Your Sales Appointments' and for people involved in selling who need to improve their written sales proposals.					Thurs 8th 9.30 – 1 p.m.	
NEW Marketing your business in the digital age (half day) Increasingly companies are moving away from traditional marketing techniques such as direct mail, print advertising etc and moving towards email marketing, online marketing, SEO, online PR & social networking. There are many business owners confused about the options & needing advice on how they can implement these techniques for their own marketing plans. This workshop will give you an overview of the options available presented in a simple & non techie way, with marketing at the heart of the subject, how you can find more customers, provide a service that they want & grow your business using new marketing techniques.			Wed 30th 9.30 – 12.30			

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MARKETING 38 Strategies to Dominate Your Market Place (half day) This half day interactive workshop is designed for business owners who want to dominate their market, rather than participate in the recession. We guarantee you will get more business building ideas in 3 hours than you have in the last 2 months.			Mon 7th 9.30 – 12.30			
Cost Effective Marketing (half day) This course is designed for those wishing to make their marketing more effective. You will be given 5 things to do tomorrow to make your business more successful Ten things to do over the next 12 months to make your business work better. Practical marketing advice Ten important ways to make your marketing & your business more efficient, Techniques proven to build sales & reduce the cost of marketing including, the use of Google adwords, Social media, blogging & Marketing. Effective Marketing copywriting for email.	Please indicate if		you are interested		dates tba.	
The Power of Good PR for your Business (1 day) Good PR will promote and enhance your business. Learn how to deal with the press write good press releases, network and build up a professional image both on and offline.					Tues 20th 9.30 – 4.30	
Intro to Marketing (half day) Essential overview to key concepts of marketing, including customer profiling, Market Research, The Promotional Mix.	Fri 14th 9.30 – 12.30		Mon 14th 1.30 – 4.30		Mon 26th 1.30 – 4.30	
Advanced Marketing (half day) Now that we have identified how to get in front of the customer/client how to identify what/ if they really need what you can offer and how to avoid wasting important selling time.	Fri 28th 9.30 – 12.30		Fri 25th 9.30 – 12.30 Lewisham			
Introductory Sales Skills (half day) The key skills required when selling. Focuses upon consultative selling. Prospecting, sales approach, dealing with objections and closing.	Tues 11th 1.30 – 4.30 Lewisham		Tues 15th 1.30 – 4.30		Wed 28th 1.30 – 4.30	
How to Get Sales Appointments & How to Maximise Your Sales Appointments (2 half day sessions) These 2 half day workshops form a 2 part workshop to help increase sales. The first session covers targeting prospective customers, writing effective sales letters/e-mails and how to follow them up by telephone. The second session is designed to help close the sale by advising on how to prepare, how to structure the appointment, overcoming objections and closing the deal.			Fri 25th 9.30 – 1 p.m. (1st Session)		Fri 2nd 9.30 – 1p.m. (2nd Session)	

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TENDERING & PROCUREMENT / BUSINESS EFFECTIVENESS						
Tendering and Procurement Workshop (half day) The events will cover the key benefits of working with large organisations and how to develop the skills and capacity to win new contracts. Understanding how to find the opportunities and how to get involved with the Greenwich Peninsula and Olympic procurement processes. Each event will be delivered in partnership with organisations involved with local procurement.			Tues 22nd 9.30 – 1.p.m.			
Tendering and Procurement – One-to-Ones One to one 45 minute sessions (by appointment only) where you can bring your PPQ's or Tender Documents to review with an adviser.	Wed 26 th a.m. Lewisham				Thurs 15th a.m. Lewisham	
How To Lead Effectively (2 half day sessions) This course is designed for those who would like to lead more effectively. You may be new to leading a team or department or developing a team for your business. You will learn the principles of leadership – practical strategies to leading yourself & leading others effectively: how to identify the values of the individuals in your team & how to motivate them, understand your leadership style, the traits of successful leadership & the steps to developing an effective team.	Thurs 27th 1.30 – 4.30 1 st Session		Thurs 3rd 9.30 – 12.30 2 nd Session		Mon 19th & Fri 23rd 9.30 – 1 p.m. Lewisham	

<u>Course</u> <i>Tick box if course required</i>	MAY	✓	JUNE	✓	JULY	✓
E-Business and IT						
Intermediate Word (1 day) You will learn to use a number of the formatting and document tools to produce professional looking documents. They will learn to create and use templates, as well as work with tables, columns, multi-level lists and pictures for example.			Fri 4th 9.30 – 4.30			
Powerpoint (1 day) You will learn to design and layout professional looking slide shows. Learn to create and use templates, add transitions and insert pictures and learn how to print speaker notes and handouts.			Thurs 24th 9.30 – 4.30			
Growing Your Business with Email Marketing (half day) An introduction to email marketing services such as why use them, what it involves, building your list and improving deliverability.					Tues 6th 9.30 – 12.30	

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E-Business and IT						
Creating an Effective Website (2 days) 4 modules covering planning & hosting, designing a template website, adding images, publishing and promoting a website. We now use CoffeeCup software , an easy to use, low cost web editing package that will get you started on the web.	Tues 11th & 18th 9.30 – 4.30					
Introduction to Dreamweaver (2 days) Using Studio 8, you will learn how to use the various palettes and functions to create a four page website using this industry standard web design package. Suitable for those with good computer and internet skills.			Wed 9th & Thurs 17th 9.30 – 4.30			
Editing Digital Images with Photoshop Elements (1 day) Selling online, communicating via images. It is vital to ensure quality images are used. Sourcing and enhancing images for use on web and in print. Create promotional banners for online marketing.			Wed 2nd 9.30 – 4.30			
Selling Online & Taking Payments Online (1 day) For those who are considering selling products online. Overview of issues plus training in how to set up a 25 product catalogue using Actinic. Includes taking online payments with Paypal.					Thurs 1st 9.30 – 4.30	
First Steps in Starting an Online Business (half day) Suitable for businesses who don't yet have a web strategy or those who are planning to start a new business. Overview of e-business models, buying domains, costs, web planning, client case studies.	Thurs 27th 9.30 – 12.30		Tues 29th 9.30 – 12.30		Wed 21st 9.30 – 12.30	

Please return your form to **South East Enterprise**, 26 Burney Street, London SE10 8EX with a cheque or deposit if required, made payable to:

SOUTH EAST ENTERPRISE. Tel: 0208 305 2222 – Fax: 0208 858 7010

Email info@seenterprise.co.uk

Course details and downloadable booking forms are available on www.seenterprise.co.uk





SOUTH EAST ENTERPRISE Course Booking Form & Dates MAY – JULY 2010

PLEASE COMPLETE **ALL** SECTIONS TO ENSURE BOOKING

Business Details			
Business Name (if any)			
Business Address			
Postcode		Borough	
Phone No.		Date Business Started Trading	
Nature of Business. Please give a short description			

SPECIAL REQUIREMENTS: (e.g. Do you have a disability that requires special consideration)

Attendee Details	
Name of person attending course	Position in business
Mobile number	E-mail address (please print clearly)

Please tick if you would like to receive a copy of our e-mail newsletter.

Signed..... Date.....

Businesses in Greenwich and Lewisham FREE but please enclose a refundable cheque of £50 per person. (Our funding is limited and we may have to restrict the number of days we can offer you).
Businesses in other boroughs and any individual please enclose a cheque for your course fee(s) - £88.13 per day (Inc VAT) or £47.00 per half day (Inc VAT).

Cheque enclosed for £ Cheques should be made payable to South East Enterprise. We regret we cannot refund deposits or course fees unless we have two weeks' email notice of cancellation

Please complete the attached form ticking the courses you wish to attend, and return to South East Enterprise at 26 Burney Street, Greenwich, London SE10 8EX. We will confirm by e-mail where an e-mail address is provided.

In accordance with the Data Protection Act 1998, all information will be treated in strictest confidence. However, any statistical information recorded may be passed on to the relevant Government departments for statistical, administration and monitoring purposes. If you have any cause for complaint, please write, in confidence, to the Director, South East Enterprise at 26 Burney Street, Greenwich, London, SE10 8EX

How did you find out about our support (please tick)				
Bank	Accountant	SE Enterprise contact	Local Authority	Business Link
Chamber	Internet	Advertising / PR	Word of Mouth	Other