



Management Suite

Practical Business Knowledge for the Small or Medium Size Business

The Management Suite is a self-paced learning tool that is intended to provide practical operational knowledge of key aspects of managing any business. The emphasis is practical knowledge rather than theoretical. The ideas presented can be implemented and used in the business immediately. Rather than just being told what to do, you will learn the processes involved in managing each area of the business. In the Management Suite, you will acquire the necessary tools to make key business management decisions on your own.

The Management Suite will be of particular interest to:

- People intending to start a new business
- People owning a business or functioning within a business and contributing to management decisions

What will you learn?

<p>The Business Plan</p> <p>This program guides you through the process of developing a business plan. You will learn to:</p> <ul style="list-style-type: none"> • Define the elements of a business plan • List the uses of a business plan • Describe your business • Write business goals and outcomes • Analyze the competition and determine your business' competitive edge • Select the customer/client base • Analyze the product(s) and sources of supply • Analyze the market • Describe the business offerings • Design a marketing plan • Determine the target market(s) • Design a target marketing plan • Analyze the financial feasibility of selected offerings • Determine offering's prices • Prepare a break-even analysis • Prepare Pro-Forma Cash Flow Statements • Write a business plan 	<p>Sales & Marketing Management</p> <p>This program covers key areas of Marketing Management and Sales Management. The student will also cover a comprehensive sales training course. Key topics are:</p> <ul style="list-style-type: none"> • How to prepare a market analysis • Internal business analysis from a marketing perspective • Organizing a media plan • Choosing a pricing philosophy and approach • Adopting a pricing policy • Analyzing the effect of discounting prices • Effective store merchandising • Applying good selling techniques • Telemarketing techniques • Improving presentation skills • Preparing for a sales meeting • Sales territory management • Writing a target marketing plan • Developing market an sales potential • Improving customer sales and staff potential • Analyzing the sales force potential
<p>Personnel Management</p> <p>In this program, you will learn how to effectively hire, manage, motivate and direct personnel. The key elements learned will be:</p> <ul style="list-style-type: none"> • To learn the steps in the hiring process • How to prepare for the interview process • Conducting an effective interview • Using good questioning techniques • Preparing a management personnel plan • Managing and directing employee performance • How to apply the correct management style • Developing effective leadership skills • Organizing a salary administration program • Personal performance objectives as a performance management and motivating tool • How to conduct effective employee reviews • Employee training and career development planning • How to use positive reinforcement • Discovering how to maximize customer/client potential • Conducting effective staff meetings 	<p>Financial Management</p> <p>This program is about maximizing the Return On Investment (ROI) of the invested capital in the business. You will learn practical methods of financial management like:</p> <ul style="list-style-type: none"> • Preparing a job cost analysis • Assessing financial feasibility • Ways of applying break-even analysis • Inventory management and evaluation methods • Designing Accounts Receivable and Credit Policy • Preparing Pro-Forma Cash Flow Statements • Preparing for monthly reviews of financial performance • Income Statement Analysis • Balance Sheet Analysis • How to test the financial performance of your business • Selecting the right type of financing • Selecting the business plan format that is right for you • Examining business risk management strategies

Set a new course for the future of your business

Become a better business manager

Learn Today

Profit Today