

# Course Proposal

<b>Course</b>	<i>Show Me The Money</i>
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<b>Course Details- A sales course with a small business perspective</b>	<b>Maximum Number of Students</b> (eg: 8, 10, 15)	10
<b>Who should attend</b> – would be sales people, sales people, small business, tradesman.	<b>No. of sessions</b>	2,4, 8
<p>Don't let the gold slip through your floorboards!            Just one idea could save you the price of this course many times over. You will be shown the money, where you can make more, and where you might be throwing it away. This course offers Small Business and Tradesmen ideas and strategies to avoid leaving “money on the table”. It highlights the folly of buying the business. It suggests ways to sell your product in a discount war. It introduces money-making techniques and attitudes while pointing out money-losing common practice. It addresses proactive, customer acquisition, a structured customer retention and 1-2-1 customer management.</p> <p>If you're <b>in a business</b>, then this would be interesting and rewarding. If you're <b>IN BUSINESS</b>, then it's a must.</p> <p>In short, this course is unashamedly about finding money, making money and keeping money in your business.</p>	<b>No. of hours per session</b>	6, 4, 2 respectively
	<b>Day/Evening/Weekend</b>	D/E/W
	<b>Times</b>	
	<b>Prerequisite knowledge</b> –.	
<b>What participants are required to bring.</b>	1st Lesson - writing material	
<b>Resources or equipment required for this course by the college.</b>	White Board /projector inc. computer	
<b>ADDITIONAL costs participants may need to incur or that the College may need to acquire for the course to function properly.</b>  <b>Also additional information to better assess the course.</b>		

## Course Outline

Session	Content	Objectives / Activities	Outcomes
1a	Business Systems. Perception IS Reality:- Perspective in Business. WIIFM – why are you here?	Finding out about self and similar businesses. Distinguishing a business from a job. Open discussion, Ask Questions, Set Situations, Probe	A clear differentiation between A Business and In Business.
1b	Business Systems Money Troubles or Money Spinners:- Who's spending your time/money?	Becoming aware of common situations & problems. Realising some obvious / not so obvious solutions. Open discussion, Ask Questions, Set Situations, Probe	Segmentation of products and customer impressions
1c	Business Systems Business Life Events If you were hit by a bus... How are business valued?	Understanding plans and generate Systems. Agreeing that systems generate Equity. Realise Documented Systems = Money Open discussion, Ask Questions, Set Situations, Analyse	Incorporating Systems
1d	Business Systems Business IS Personal. Manage their self-interest. A franchise chain of 1.	Understanding attitude is everything Familiarity builds Content(mint) Open discussion, Ask Questions, Set Situations	1:1 attitude
2a	Selling:- 2 <sup>nd</sup> type of profit. Ask someone to buy something? Selling not Buying;-	Understanding product and service. Understanding Price Perception. Understanding Price Discounting and its real cost. Understanding Price Discounting and its real cost. Demonstrate, Listen, Question, Compare, Contrast.	Selling Skills
2b	Selling Now Listen Carefully Questions The importance of rapport Implied vs Explicit	What to do in a selling situation. What not to do in a selling situation. Look around for business. Open discussion, Informal Role-playing, Demonstrate, Listen, Question, Compare, Contrast	Advanced selling skills

2c	<p><b>Selling:-</b>  <b>Proactive vs Reactive:-</b>  <b>Customer acquisition,</b>  <b>retention. Amortising ads.</b></p>	<p><b>Marketing to the right customers, at the right time, for long term benefit.</b>  <b>Learning the real cost of Ads.</b>  <b>Lecture, Open discussion, Ask Questions, Set Situations.</b></p>	<b>Marketing skills</b>
2d	<p><b>Sold -</b>  <b>Selling:-1-2-1 Business,</b>  <b>KAM,</b>  <b>Get Personal, get strategic.</b></p>	<p><b>Understanding Customer Lifetime Value.</b>  <b>Realising 10 Clients &gt; 100 customers.</b>  <b>Lecture, Open discussion, Ask Questions, Set Situations.</b></p>	<b>Realising the \$ value of customers</b>
	<b>Summarise.</b>	<b>Open discussion.</b>	<b>Definite ways to change business for the better.</b>