

Commercial Awareness for Managers

Who Would Benefit

All managers will benefit whether in sales or a non-sales role.

Course Overview

The delegate will learn the importance of developing commerciality. This course is designed to help delegates understand the commercial needs of the business and gain an appreciation of exactly how their role fits into the company matrix. They will also study the effects and consequences that their own decision making has on the bottom line and how this affects business overall.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

The Course Includes:

- Commercial awareness ~ a definition
- Sales V's Marketing orientation
- Strategic business planning
- S.W.O.T. analysis
- Strategic options
- Pareto principle
- Product life cycles
- Building closer customer relationships
- Promotional activity
- Managing costs
- Targets and incentives
- Creative problem solving
- Decision making strategies
- Understanding cash flow
- Producing 'commercially aware' business plans

Learning Outcomes

At the end of this program the delegate can:

- Demonstrate an understating of effective planning skills
- Explain SWOT and PEST analysis and your core market
- Show how to manage costs effectively and explain profit/profitability
- Demonstrate good commercial awareness knowledge
- Explain how to manage customers for growth