

DNA Business Engineering – Export and Innovation

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| Title of Proposed Course | Business Development/Growth and Client Management |
| Course Content | <ul style="list-style-type: none"> ▪ Business Planning & Goals – UK & Export ▪ Sales Targets – products and services ▪ Business Development techniques & methodologies ▪ Rapport Building ▪ Communications styles VAK ▪ Systems & Process - CRM |
| Course delivery method | Online |
| Duration | This course is delivered over 6 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | Learn the art and science of business development with client management. See the benefits of combining these to become more effective at business development & growth. |
| Target group of participants/Who should attend | If you are involved in business growth, or an owner manager to sales teams, or planning an export plan |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this. In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge. |

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| Title of Proposed Course | Commercial Awareness, Negotiation, Decision Making and Influencing |
| Course Content | <ul style="list-style-type: none"> ▪ What is being commercial? ▪ How to get a 'win-win' agreement ▪ Thinking fast and slow ▪ Rapport building ▪ Skills Radar ▪ Understanding your audience |
| Course delivery method | Online |
| Duration | This course is delivered over 6 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | Create a framework for good decision making. Understand what the purpose of negotiation is. Find out how to get other on your side. |
| Target group of participants/Who should attend | Business owners, entrepreneurs, start-ups |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this. In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge. |

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| Title of Proposed Course | Digital Export and Marketing along with Market Research and Developing a Strategy |
| Course Content | <ul style="list-style-type: none"> ▪ Product(s) & Pricing ▪ Market Research & Internationalisation ▪ Marketing strategy ▪ Building Communications collateral ▪ Place (markets selected) ▪ Partner (channels to market – agent/jv/distributor etc) |
| Course delivery method | Online |
| Duration | This course is delivered over 6 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | Have your structure for a marketing strategy complete. Gain insights in to planning, content and how to reach audiences. Identify the most effective and economic routes to market. Learn about building brand recognition for long-term benefits as well as short wins. For marketing practitioners, gain insight in to agency thinking. |
| Target group of participants/Who should attend | Business owners, entrepreneurs, marketing teams |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this. In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge. |

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| Title of Proposed Course | Entrepreneurial Skills |
| Course Content | <ul style="list-style-type: none"> ▪ Dreaming Big ▪ Innovating and finding a market USP ▪ Personal Effectiveness Matrix ▪ Self-awareness – Johari’s Window ▪ Goal setting ▪ 7 habits of highly effective people |
| Course delivery method | Online |
| Duration | This course is delivered over 6 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | <p>Develop your ability to remove barriers to success. Identify your space in the market</p> <p>Understand what you’re great at and the blind spots</p> <p>Sets goals and learn the assets of success</p> |
| Target group of participants/Who should attend | Ambitious start-ups and growing businesses. As well as larger companies who want to reach the next level. |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | <p>Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this.</p> <p>In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge.</p> |

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| Title of Proposed Course | Export Exchange |
| Course Content | <ul style="list-style-type: none"> ▪ Understanding/introduction to exporting ▪ Getting match fit – people/systems/products ▪ Overseas Market Health Check process (OMHC) ▪ Global positioning ▪ Market Selection ▪ Shipping & getting paid – overview ▪ Summary questionnaire and mapping your plan |
| Course delivery method | Online |
| Duration | This course is delivered over 7 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | Delegates will gain a clear grasp of the essentials to getting on the first few rungs of export. Ensure they avoid the pitfalls when starting out. Be equipped with the tools to understanding the stages of export. Ensure their business is now ready to export. They will be know how to identify which are the 'best' markets for their products and or services. Finally they will have a checklist of shipping and getting paid do's and don'ts. |
| Target group of participants/Who should attend | Business Owners, Directors & Managers involved in planning an export strategy |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this. In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge. |

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| Title of Proposed Course | Sales and Accessing New Markets including Domestic Markets |
| Course Content | <ul style="list-style-type: none"> ▪ Selling is more than an one-time thing ▪ Developing a sales plan ▪ Market Research ▪ Competitor Research ▪ Devising a plan ▪ Conclude your plan |
| Course delivery method | Online |
| Duration | This course is delivered over 6 sessions, one 1.5 hour session per week |
| What are the perceived business benefits of the proposed training and what are the outcomes for the business | <p>Move from good sales skills to great people skills. Remove the emotion and get a plan that will sustain you through to your goals.</p> <p>Become decisive about your differential as a business and product / service offering</p> |
| Target group of participants/Who should attend | Business owners and Sales professionals who want to hone their skills, gain a refresher on techniques. Gain insights in to improving USP's and competitive advantages. |
| Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer | <p>Where an employer wishes to have the course delivered at their premises, or other venue, subject to COVID guidance we may provide this.</p> <p>In these circumstances the course would be delivered in two sessions of 5 hours, allowing time for breaks between sessions. There is a minimum attendance of 3 delegates, or the equivalent charge.</p> |