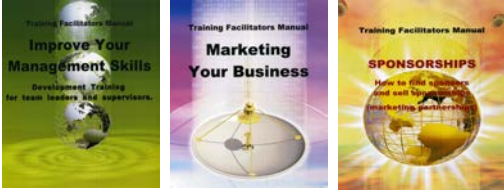


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Companies that have implemented coaching programs: Are 50% more likely to have low turnover; Have 56% higher customer loyalty; and Achieve 27% greater profitability.

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2. BOOK KEEPING and CASH FLOW
3. BUDGETS - setting and achieving budgets
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5. CHANGE MANAGEMENT
6. COMMUNICATION IN BUSINESS
7. CONSUMER BEHAVIOUR
8. CUSTOMER SERVICE
9. FEASIBILITY STUDIES Writing a Feasibility Study
10. FINDING AN INVESTOR FOR YOUR BUSINESS. Are you investment ready?
11. FINDING NEW BUSINESS and prospecting for new customers
12. HUMAN RESOURCE MANAGEMENT
13. IDEA TO COMMERCIALISATION
14. IMPROVE YOUR MANAGEMENT SKILLS
15. LAUNCHING OF NEW PRODUCTS & SERVICES
16. LEADERSHIP. Development training for team leaders and supervisors
17. MANAGING and IMPROVING SELF
18. MANAGING OPERATIONS
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25. PROJECT MANAGEMENT
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30. SALES & MARKETING - An introduction
31. SALES MANAGEMENT, MANAGING A SALES TEAM
32. SELLING & COMMUNICATING SKILLS
33. SMALL BUSINESS MANAGEMENT
34. SPONSORSHIPS. How to find sponsors and sell sponsorships (marketing partnerships)
35. STARTING A NEW BUSINESS (Your Own Business)
36. STRATEGIC MANAGEMENT
37. STATISTICS- AN INTRODUCTION
38. SUPPLY CHAIN MANAGEMENT
39. TENDERS & PROPOSALS. Writing an effective tender or proposal
40. TIME MANAGEMENT

Sydney Business Centre

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ANALYSING ENVIRONMENTS & ORGANISATIONS \$199

Two day course outline with 13 PPTs, assessment criteria and 30 pages of course notes suitable for participant's course handbook. Topics include: The business environment/forces, Environmental uncertainty, Scanning the environment, Analysis structure and areas, Nature of competition, Environmental climate, Cost structure of the industry, Financial resources, Analysing the strengths of your competitors, The organisational environment, Organisational development, Analysing individual and group behaviour, Examining system fits and power relations, Organisations as open systems, Analysis using market research, Worksheets, Checklists.

BOOK KEEPING and CASH FLOW \$199

Two day practical hands-on course or those wishing to gain an understanding of the topic, with 39 PPTs, exercises and assessment criteria covering Costing, Break-even analysis, Preparation of cash flow forecasts and master budgets, Purpose of business budgets. Participants will carry out relevant calculations during the course. Ideal course for those with little understanding of the topic who wish to gain a basic understanding of the topic.

BUDGETS - setting and achieving budgets \$199

One day 'hands-on' course outline with 19 PPTs. Topics include: Why organisations set budgets, Environmental factors, Types of budgets, Forecasting techniques, Preparing a budget and a range of exercises for participants.

BUSINESS PLANNING How to write an effective business plan \$199

One day 'hands-on' course outline with 34 PPTs, Business Planning format, handouts and course notes. Topics include:

What is a Business Plan?, Why write a Business Plan? Readers of the Business Plan, Situation analysis, Aims and objectives, Mission Statements, Benchmarking, SWOT analysis, Analysing the environment, Barriers to entry, Preparing a Business Plan - filling in the details, Resources, The seven crises, Intellectual property, The Action Plan, Critical path analysis, Key Performance Indicators

**CHANGE MANAGEMENT \$199**

One day course outline with 30 PPTs, practical exercises and course notes. Topics include: Change in Australia, Innovation and improvement, Internal and External sources of change, The process of planned change, Change stakeholders, Managing change, Overcoming resistance to change, Successful implementation, Managing change, Eight elements in the planning of change, Executing change, Changing work habits, Measuring change, Feedback systems.

COMMUNICATION IN BUSINESS \$199

A one day 'hands-on' course with participation in practical oral and written exercises which addresses basic business communication skills. Supplied with 36 PPTs and course notes suitable for participant's course handbook, quiz, course notes and a Leaders guide. Topics include: Business communication, Open questions, Communication skills, Non-verbal communication, Communication model, Listening, Attitudes, Symbols, Letter writing, Public relations, Press releases, Public speaking, Meetings, Feedback, Background signals, Barriers, Body language, Communicating with your team.

CONSUMER BEHAVIOUR \$199

Marketers need to understand the behaviour of consumers of their products at both individual and business levels. Comprehensive two-day course supplied with 46 PPTs and course notes, exercises and a Leaders guide. Topics include: Why study consumer behaviour? Key elements, Types of consumers, Understanding consumer behaviour, Segmentation, The buying process, Problem solving, Consumer decision making model, Consumer psyche, Consumer and industrial markets, Influencing consumer behaviour, Personality, The self concept, Motivation, Attitudes, Social class and culture, Colours, Positioning, Maslows hierarchy, VALS.

CUSTOMER SERVICE \$199

This comprehensive and detailed two day course has wide appeal for anybody in business, whether Retail, Wholesale, Manufacturing or a Service industry. Improve your Customer Service and create improved business activity and profits! Supplied with 49 PPTs and course notes. Topics include What is Customer Service? Service goals, Your staff and service, What do customers want and expect? The Benefits, Service attributes and categories, 10 key service strategies, 10 aspects of service quality, Monitoring service, Telephone service, Handling complaints, Service categories, Customer retention, Service recovery, Some typical moments of truth, Reviewing service.

FEASIBILITY STUDIES Writing a Feasibility Study \$199

Comprehensive and practical 'hands-on' course two day course. Supplied with 53 PPTs, 17 page Feasibility Study format, 20 pages of questionnaires / prompts and course notes What is a Feasibility Study? The process, Getting started, Secondary issues, Barriers to entry, Aims and objectives, Commercial reality, Legal issues, Resources, Analysing the business and environmental climate, Positioning, Understanding the market, Skills of the firm, Business strategic options and capabilities, The customer, SWOT analysis, Differentiation, Distribution, Pricing and service strategies, Strategic alliances, Gap analysis, Break even analysis, Will it show a profit? Valuing a project, Financial forecasts, How much money will you need? Financial resources.

FINDING AN INVESTOR FOR YOUR BUSINESS**Are you investment ready? \$199**

One day course outline supplied with 15 PPTs and 30 pages of course notes suitable for participant's course handbook, plus, course notes checklists and quizzes for participants and a Leaders guide. Topics include, Understanding equity investment, Types of Venture Capital, Requirements of investors, Benefits and advantages of a Business Angel, Who are potential investors for your business? Accessing business finance? Advantages and disadvantages of equity investment, Steps involved in preparing your business for equity investment, Exit strategies, Selling a business to meet exit strategies, Life with an equity partner, Preparing your business for equity investment, Identifying resources, Courses of action.

FINDING NEW BUSINESS and prospecting for new customers \$199

One day course outline supplied with 43 PPTs and course notes suitable for participant's course handbook, plus, course notes and Leaders guide. Topics include, Prospecting is the first step, Reasons for prospecting, Targeting the companies you want to business with, Qualifying the prospect, requirements for successful prospecting, What is the most important thing? Exercises in teams, Two hundred potential methods of generating leads and finding prospects, Securing an interview, Following up, Organising you information, Developing opportunities.

HUMAN RESOURCE MANAGEMENT \$199

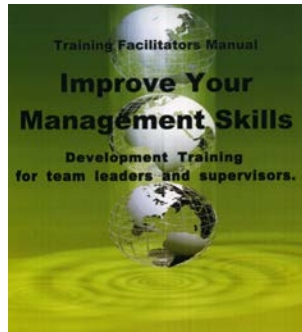
Two day course supplied with 42 PPTs and course notes, notes, and a Leaders guide. Topics include: The role of the HR manager, Policies, Functions, Planning and development, Steps in the HR process, Recruitment, The four E's, Staff selection process, Job Descriptions, The Interview process, Motivation, Changing work habits, Morale, Stress, Empowerment, How to keep staff interested, What makes staff leave?

IDEA TO COMMERCIALISATION \$199

One-day training workshop. What you need to know about commercialising a great idea and turning that idea into a business. Topics covered include, Commercialising Great Your Idea, What is an Entrepreneur? Is Your Great Idea Feasible? Write your own Business Plan, Strategic Planning, The Marketing Mix, Marketing Planning, Making a Sales Presentation, Managing the Business, Setting up a Business, Business Law, Finding a Sponsor for your Great Idea, Are you investment ready?

IMPROVE YOUR MANAGEMENT SKILLS \$199
Development Training for team leaders and supervisors.

The aim of this two-day course is to provide participants with an understanding of a range of both personal development issues and business development skills covering a number of areas such as Communication, Goal Setting, Motivation, Human Resources, Management, Service and Time Management designed to enhance the participants Self Management skills and to assist participants to acquire and develop skills and attributes associated with self management and self improvement in a workplace environment and identify strategies and engage in actions to extend and enhance their personal competence. **47 PPTs**

**LAUNCHING OF NEW PRODUCTS & SERVICES \$199**

Two day course supplied with 50 PPTs and course notes, notes, and a Leaders guide. An interesting and easily understood course designed to help small business entrepreneurs set strategies for launching new products and services to the market place on a cost effective basis. **Topics include:** Selling to and reaching the market place, Critical issues, Goal planning, Resources, Intellectual property, Business planning, Premises, Signage, Budgets, Business law, Inventory, Getting paid, Cash flow, Screening, Selling your product, Marketing, Value adding, Brand names, Market research, The four P's, Segmentation, SWOT analysis, Targeting customers, Some pitfalls, Opportunities.

LEADERSHIP Development training for team leaders and supervisors \$199

Three day comprehensive course outline in supplied with 58 PPTs, course notes, text book and exercises. Leadership is a most challenging and difficult form of work. This Course considers Effective Leadership, Leadership styles, Functions of leadership, Managing conflict, Motivation, Leading a team, Setting personal goals and objectives, Solving problems and making decisions, Guiding change, Working with resistance, Building competence and self-reliance in others, Public Speaking.

MANAGING and IMPROVING SELF \$199

Two day course outline supplied with 40 PPTs, course notes and exercises. Covers both personal development and business development skills across a number of areas including, Communication, Goal Setting, Motivation, Human Resources,

Management, Service and Time Management as well as addressing business issues for the future, all designed to enhance the participants Self Management skills.

MANAGING OPERATIONS \$199

One day course outline supplied with 29 PPTs, course notes and exercises. Provides participants with an understanding of the importance of managing business operations with respect of customer relations, Effective and efficient delivery of production output and client services and to maintain ongoing innovation in operations. Topics include: Identifying customers, customer expectations and focus, What do managers do? Control, Goal setting, First line management, Leadership, Organisational relationships, Features and benefits, Obtaining results, Key performance indicators, Workplace evaluation, Monitoring service levels, Potential improvement programs.

MANAGING in ORGANISATIONS \$199

Two day course outline supplied with 41 PPTs, course notes and exercises. Covers: When you take control, Basic management functions, Management skills, Today's manager, Resources, Planning for success, Solving problems and making decisions, Induction of new staff, Motivation, Leading a team, Changing work habits, Scanning the environment, Control systems, Delegation.

MARKETING - AN INTRODUCTION \$199

Comprehensive three day course for those wishing to learn the basics of marketing, with 72 PPTs, course notes suitable for a course handbook. Topics include: The role of marketing, Selling and marketing - the concepts, Marketing objectives, The Marketing mix, The four P's, The Marketing environment, Segmentation, Family life cycle, Price setting, Packaging, labelling, Branding, Channels of distribution, Buyer Behaviour

MARKETING PLANNING \$199

This course has been designed as a 'hands on' two day course which gives the participants the opportunity to commence writing a Marketing Plan based on their own business, product or service. Supplied with 43 PPTs, course notes, and 2 course handbooks. Topics include: Research, Planning process, Segmentation, Beta testing, Auditing, Sustainable advantage, Competitive position and the market strength of your competitors, Product life cycle, How much should we spend on Marketing promotion? Growth opportunities, Situation Analysis, Financial objectives, Key success factors, SWOT analysis, Strategies, The Action Plan, Measuring and evaluating performance.

MARKET RESEARCH \$199

One day, 'hands on' course outline supplied with 20 PPTs, course notes, and course handbook. Topics include: What is Market Research? Who uses Market Research? Why use Market Research? Primary and secondary data, Focus Groups, Essential ingredients, Designing a Market Research questionnaire, Type of questions, Bias. Participants have the opportunity to conduct a focus Group and to design and test their own Market Research questionnaire.

MARKETING YOUR BUSINESS \$199

One day course directed at those wishing to learn the basics involved in marketing their own business: supplied with 30 PPTs, course notes, quiz and two course handbooks. Includes: Selling and Marketing, Setting Prices, Branding and brand decisions, Developing a brand name, Advertising, How much should you spend on Marketing? Market Research, Marketing Information Systems, The Planning Process, Marketing Audits, Differentiation, Writing and implementing a Marketing Plan, Buyer behaviour, Marketing Exercises, How can you Market your business?

OCCUPATIONAL HEALTH AND SAFETY (O.H.&S.) \$199

Introductory course with 16 PPTs timed to run for 90 minutes, suitable for (O.H.&S.) induction or for expansion to a more advanced level.

PROJECT MANAGEMENT \$199

Three day 'hands-on' course outline with 11 PPTs and 33 pages of course notes suitable for participant's course handbook, including checklists and quizzes for participants, plus Learning Outcomes, Leaders guide and assessment criteria. Topics include: Four phases of Project Management, What is Project Management? The project life cycle, Negotiating specifications with the client, Defining the Project, Identifying and avoiding the pitfalls, Making a start, Brainstorming, Work breakdown structure, Key skills to manage Projects, Testing your preliminary strategy, Cost components, Potential budgeting problems, Assigning responsibility, Worksheets, Implementation, Controlling the work in progress, Monitoring performance, Providing feedback, Resolving differences, Sources of differences in Project Management, Paying Contractors, Bringing the Project to a successful conclusion.

QUALITY MANAGEMENT and CONTINUOUS IMPROVEMENT

Three day course outline with 10 PPTs and 38 pages of course notes suitable for participant's course handbook, including checklists and quizzes for participants and assessment criteria. Topics include: The quality wedge, Changing quality concepts, Quality and costs, Assessing quality, Quality elements, Cost reduction, Project teams, Change principles, Managing change, Feedback systems, Changing work habits, Benchmarking, Planning for quality, Control of quality, Measuring actual performance, Integrating quality, Quality policies, Annual goal setting, Implementing total quality, Designing for quality, Supplier relations, Inspection test and management.

RECORDS CONTROL \$199

One day course outline with 11 PPTs and 21 pages of course notes suitable for participant's course handbook, and assessment criteria. Topics include: What is records control? Four stage life cycle, The benefits of records management, Classifying documents, Hazards, OH&S issues, Maintaining the integrity of the system, Confidential files, Restricting access.

RECRUITMENT, SELECTION, INDUCTION \$199

One day course outline course supplied with 31 PPTs and course notes, notes, and a Leaders guide. Topics include: Filling a vacancy, The four E's, Steps in the recruitment process, Writing a Job Description, The Interview process, Body language, Salary packages, A ten step hiring process, Induction of new staff, Motivation, Why do people fail?, Expectations, How to keep staff interested, How to lose your staff

REPORT WRITING \$199

One day 'hands-on' course outline with 25 pages of notes, and 20 PPTs. Topics include: What is a report? Preparing Reports, A Report Format Outline, The Report Writing process, Organising, Characteristics of a good Report, Assigning tasks, Background Signals, A Report should have ..., Some steps in writing a Report, Tips to make your Report a winner, Meeting deadlines, Developing the Report, Ethics, Legal Obligations, Presenting the Report.

SALES & MARKETING - An introduction \$199

Two day course with 60 PPTs suitable for people at any level of business who wish to expand their understanding and skills of the subject. Topics include The selling process, Seven steps to a successful sale, The presentation, Features and benefits, Handling objections, Closing the sale, The role of marketing, Marketing objectives, The Marketing mix, The four P's, The Marketing environment, Segmentation, Family life cycle, Price setting.

SALES MANAGEMENT, MANAGING A SALES TEAM \$199

Two-day course, basic skills and competencies required to manage a sales team. Supplied with 62 PPTs, course notes and a Leaders guide. Topics include, What do sales managers do? Desirable attributes for a sales manager, Creating a sales force, Strategy, Steps in the process, Recruitment, Job descriptions, Induction, Paying the sales team, Motivation, Building and developing the team, Sales territories, Territory management, Sales quotas, forecasts and budgets, Measuring performance, Reporting, Control process.

SELLING & COMMUNICATING SKILLS \$199

One day course with 35 PPTs, communication and sales exercises, quiz and course notes. Designed for people whose task is selling or have an interest in selling. Topics covered include Types of communication, Barriers to Effective Communication, The selling process, Retail selling, Seven steps to a successful sale, Prospecting, Qualifying customers, The presentation, Features and benefits, Handling objections, Closing the sale, Follow up and after sales service, An effective sales person, Improving your sales skills.

SMALL BUSINESS MANAGEMENT \$199

Comprehensive 2 day course suitable for existing or potential managers. 52 PPTs and course notes. Topics include: What is small business management? Resources, Avoiding failure, What do managers do? Business Planning, Crisis management, Benchmarking, SWOT analysis, Human Resources, Motivation, Break even analysis, Price setting, Trading terms, Budgets, Value adding, Inventory management, Premises, Risk management, Key performance indicators, Competitive advantage, Managing suppliers, Strategic alliances, Quoting, Marketing your business, Finding and keeping customers, Advertising, Measurement, Ethics, Intellectual property, Law of contract, Obligations, Workers' compensation, Trade Practices Act, Taxation, Sponsorships, Is your business well run?

SPONSORSHIPS How to find sponsors and sell sponsorships (marketing partnerships) \$199

One day course supplied with 31 PPTs. Participants are encouraged to commence writing a Sponsorship Proposal relevant to their own business environment as part of the course. Sponsorships have the potential to raise significant amounts of secondary income and other forms of support for any club or organisation. When selling sponsorships it is critically important to bear in mind that you will be dealing with professional business people in larger organisations who will need to justify their potential sponsorship and who will want to see a tangible and measurable return on any sponsorship investment. **Topics in this 'hands-on' course include:** Introduction to sponsorship, Sponsorship is an investment, Leveraging sponsorship, Why should anybody consider your sponsorship?, Strategies for selling sponsorships, 12 steps to sponsorship success, Sponsorships as a marketing tool, Finding the best partnership model for your business, Selling sponsorships - a sponsorship program / plan.



STARTING A NEW BUSINESS (YOUR OWN BUSINESS) \$199

One day course outline with 33 PPTs plus course notes, quizzes and 129 page course handbook. Topics include: Why start a business of your own? small business functions, Break even analysis, small business resources, Ethics, Reasons for business failure, Business structures, Sources of finance, Borrowing money, Insurance, budgets, forecasts, Getting paid, Premises and Identification, Naming the business or product, Hidden costs, S.W.O.T. Analysis, Stages of business development, Small business obligations, Staff selection, Job Descriptions, Motivating workers, Measuring performance, Law of contract, Trade Practices Act, Intellectual property, Attracting customers, Time Management.

STRATEGIC MANAGEMENT \$199

Three day course outline supplied with 30 PPTs and 40 pages of course notes, including checklists and quizzes for participants and assessment criteria. Topics include: Strategic Planning, Key concepts, Developing a Strategic Plan, Mission Statements, Corporate Strategy Alternatives, Analysing the environment, Understanding the market, Identifying Organisational Culture, SWOT Analysis, Identifying Strategic Capabilities and Core Competence, Business Strategic Options, Evaluating Capabilities v. Competitive Strengths, Implementing Strategy involves change, McKinsey 7-S Model, Implementing Strategy, Effective Leadership, Corporate Strategy, The strategic management process, What is the difference between an Entrepreneur and a Manager?, Ultrapreneurial Goal Achievement

STATISTICS - AN INTRODUCTION \$199

Two day hands-on course outline supplied with 40 PPTs and exercises. Topics include: The benefits and uses of statistics in business, Preparing, interpreting and presenting data, Median, Mode, Correlation analysis, Measures of dispersion, Histograms, Frequency distribution, Central tendency, Measures of dispersion, Quartile deviation.

SUPPLY CHAIN MANAGEMENT \$199

One day course outline with 32 PPTs and 25 pages of course notes, including case studies and quizzes for participants. Topics include: Supply chains and competitive strategy, The customer service dimension, Measuring supply chain costs and performance, Benchmarking the supply chain, Managing the global pipeline, Strategic lead time management, Managing the supply chain, Global supply chains and co-ordination, Competitive advantage.

TENDERS & PROPOSALS \$199

Writing an effective tender or proposal \$199
One day course outline with 30 PPTs and 30 pages of course notes. Topics include: Types of Tenders and Proposals, Addressing the potential clients needs, Preparing Proposals, Writing Effective Proposals, Organising, Before you commence, Some characteristics of a good proposal, What characteristics should a good proposal have? Assigning tasks, Unique selling points, Value-adding, Analyse the prospect, Pricing objectives, Legal Obligations, Law of Contract, Proposal formats, Participants work on their own Proposal, The Presentation or Pitch

TIME MANAGEMENT \$199

***I wish I had time to do a TIME MANAGEMENT course! Do it now!* One day course outline with 16 PPTs and course notes, including a checklist for participants, plus Learning Outcomes and Leaders guide.** On completion of this course the participants will have an understanding of and be able to use a wide range of Time Management techniques and skills suitable for use in their business environment and be able to recognise that time management is based on analysis and planning, avoid procrastination and realise that time wasted is money lost. Topics include: Time management components, effective time management, managing priorities, allocating times, control techniques, constructing a time plan, meetings, where does your time go?

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