

TRAIN TO SUCCEED

Achieving Success Through Learning



Our business is business development

Do you think your business would benefit from better marketing?

Would you like to really improve your marketing skills?

If so, our **Marketing for Growth** programme is designed to train and support business owners and managers, including full management teams, and may qualify for co-funding support of up to 50%, depending on location and sector. Please check with us for further details and to establish whether your company is eligible for this support.

Marketing for Growth Programme

This programme is designed to help participants develop coherent and effective marketing plans which can facilitate target revenue and profit growth. It has been designed for owners and managers that need a considered and structured marketing strategy that builds upon and implements best practice in order to

- Further grow a business or
- Respond to and offset increased competition or
- Redress a market downturn driven loss of revenue or margin.

The programme will introduce participants to and support them in implementing a six step marketing strategy development process.

The outcome of the process is a defined plan designed to deliver on specific revenue and or profitability goals and an assurance that all relevant opportunities, issues and perspectives have been considered.

The programme comprises two workshop days and bespoke 1-2-1 guidance and support with the implementation of workshop learning.

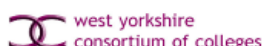
Training is delivered by John Mc Mahon of Forum 21 Ltd., an inspirational and highly motivational trainer. John is renowned for his ability to engage with clients and provide a catalyst to performance improvement at individual, team and business levels, as well as giving a unique insight into businesses and their development potential. He has facilitated hundreds of leadership and business development programmes across the UK and internationally for growth ambitious entrepreneurs and companies from start ups to mature businesses.



Training venues in Huddersfield Leeds Scarborough Sheffield and York



Co-financed by



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Management development programmes for ambitious owners and managers of Yorkshire businesses

Train to Succeed, the training arm of **Strategy to Succeed Ltd.**, has a wealth of experience of delivering management training for senior managers and professionals.

Our facilitators have substantial sector-specific knowledge and experience as well as considerable training experience, enabling them to deliver carefully developed training programmes designed to improve individual skills and business performance.

We welcome the opportunity to discuss the training needs of your business, without obligation or cost, to determine whether the Train to Succeed management development programme is right for you. To find out more about this programme or to register to join one of our forthcoming cohorts please call us on **0113 887 6111**, email info@strategytosucceed.co.uk, or visit www.strategytosucceed.co.uk

Train to Succeed – successfully delivering top quality training, advice, and support to Yorkshire businesses.



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