

Online Coaching Programme for SMEs and Business Start-Up

As part of our commitment to provide high quality flexible business support programme, we are delivering online coaching services to our target market. Each programme lasts for 2hours or 2.5hours in some cases. Listed below are the main areas covered in the coaching programme as well as the scope and contents of the programme.

A. Bidding Successfully For Public Sector Contracts

Scope and Contents:

1. Brief introduction to public sector procurement process including the ins and outs of the bidding process
2. Understanding the language of procurement, as well as the evaluation process used for awarding contracts; learn ways to determine the right contract opportunities for your business
3. Strategies for selling effectively via 'Pre-qualification Questionnaires' and 'Invitation to Tender' forms (PQQ and ITT)
4. How to confidently present your proposal to a public sector buyer
5. Exploring the reasons for the different policies required to bid successfully for public sector contracts and how to utilise them in your bid -Environmental, health and safety, quality assurance and equal opportunity
6. How to expand the number of public sector buyers you sell to without going through the formal bidding process and excessive costs
7. How to use bidding portals intelligently to maximise your selling potential to the public sector market and much more
8. Where to find more public sector contract opportunities and stop paying for tender alerts
9. How to obtain and use feedback from past bids in-order to improve the future outcomes of your bids
10. How to source effective partners and form consortium for future bids
11. How to undertake due diligence before formalising partnership and how to manage joint venture risks.
12. How to manage contract performance and relationship effectively

B. Budgeting For Non Finance Managers

Scope and Contents

- the definition and purpose of a budget
- common pitfalls in the budgeting process and how to avoid them
- budgeting techniques- incremental budgeting, zero based budgeting
- Understanding costing and pricing model
- how to prepare different types of budget – sales revenue, salaries, overhead cost, capital, cash flow, profit and loss and balance sheet
- practical tips for preparing an effective budget
- phasing/profiling the annual budget
- getting buy-in to the budget
- the budget presentation: what you need to be able to answer
- how to manage the budget using a structured management account
- what to look for when you get your monthly management accounts
- how to analyse variances and make better decisions
- investigating differences from the budget
- avoiding overspend and getting back on track

C. Building Personal and Professional Effectiveness With Assertiveness skills, Time Management Skills and Self Confidence

Scope and contents

Building your self esteem and self confidence

- What is self esteem v self confidence
- Causes and symptoms of low self esteem
- How self esteem affects self confidence
- Tools to overcome low self esteem and build self confidence
- Tips to improve your self confidence and action plan for improvement

Building your assertiveness skills

- What is assertiveness skills
- Understanding the different behaviour types
- Understanding the origin of the different behaviour types
- Benefits of assertiveness
- Benefits and downside of passive and aggressive skills
- Strategies for developing assertiveness skills & action plan for improvement

Building your time management skills

- What is time management and why is it important
- Sources of poor time management and how to tackle them
- Exploring different time management strategies
- Exploring practical tools to assess personal effectiveness in time management
- and developing action plans for improvement

D. Finance For Non Finance Managers

Scope and contents

- The definition of profit and loss accounts; why and how they are put together
- The definition of balance sheet; why and how they are put together
- The definition of cash flow statement; why and how they are put together
- Finance jargons and how to make sense of them
- Financial controls required for effective safeguards over assets of the business
- How to interpret and evaluate the performance of a business using financial ratios
- Strategies for identifying financial leakages and maximising cash flow in your business- introduction to effective credit control system
- Brief introduction to budgeting
- Practice sessions, feedback and evaluation

E. Financial Planning For Strategic Business Planning

Scope and contents

- the definition and purpose of a financial plan
- common pitfalls in the financial planning process and how to avoid them
- financial planning techniques
- how to prepare different types of plans – sales revenue, expenditure, capital, cash flow, profit and loss, balance sheet
- practical tips for preparing an effective financial plan
- phasing/profiling the annual financial plan
- Evaluating your financial plan for financial viability
- Testing sensitivity of your financial plan and taking actions to address identified weaknesses
- getting buy-in to the financial plan
- the financial plan presentation: what you need to be able to answer questions posed by third parties reading your financial plan
- how to manage the financial plan
- The difference between budgeting and financial plans

- what to look for when you get your monthly management accounts
- investigating differences from the budget and actual results
- avoiding overspend and getting back on track

F. How To Source And Raise Finance For Your Business – SMEs

Scope and contents

- Introduction to business finance
- Different sources of finance
- Pros and cons of the different sources of finance
- Understanding the right finance strategy for your business
- Exploring the different requirements of grant, equity and loan funders
- Review of the different appraisal and application forms of different funding agents
- How to plan and prepare effectively before approaching funders
- How to put together a robust business plan
- Understanding sensitivity analysis and financial ratios
- Where to source grant, loans and equity finance in the UK
- Practice sessions
- Evaluation and close

G. Starting An Online Business- An A- Z System that works

Scope and contents

- Why start an online business
- Overview of what is involved in starting an online business from scratch
- Different models of starting an online business- affiliate, drop-shipping, wholesalers, manufacturer, liquidator etc
- Starting an affiliate business; what does this affiliate marketing mean and how to get involved with them
- Drop-shipping business; what is this and how to source reliable drop-shippers
- Steps for sourcing top quality manufacturers and wholesalers for your business
- What to sell and how to spot hot markets before sourcing products
- Due diligence model for suppliers you want to do business with
- Practicalities of starting a business once you source products for hot markets
- Putting together your websites on a shoe string budget

- Steps for selecting your domain name, hosting service and merchant account
- Appraising different models for selling on third party websites
- Steps for enhancing sales conversion
- Strategies for marketing your products effectively online
- Managing your relationships with customers and suppliers
- Tools for building your online business
- How to spot scams on the internet and how to protect your hard earned cash.

H. Steps For Starting Your Business- Turn Your Passion Into Income

Scope and contents

- Why start your own business
- Overview of what is involved in starting a business from scratch
- Different models for starting a business
- Identifying your passion and generating ideas around for your business
- Developing and protecting your business ideas
- Mindset for business- have you got what it takes
- Selecting a name for your business and putting together your dream team
- Developing your personal development plan
- Putting together a robust business plan
- Developing financial plans and evaluate financial viability
- Sourcing finance for your business- grants, equity and loans
- Steps for marketing your business- selling to private and public sector market
- Creating multiple sources of income -how to do this

I. Strategic Business Planning

Scope and contents

- Why have a business plan
- Misconception of business planning
- Differences between strategic planning and business planning
- Strategic planning in action using different models
- Scope and contents of a business plan
- How to clarify your vision and mission and put together your vision and mission statement
- How to develop corporate strategy and business goals
- How to identify target markets, their buying criteria so that you can put together an effective strategy to serve their needs

- Defining and clarifying your products features and benefits as well as your pricing strategies
- Using PEST Analysis and Porters 5 Forces to analyse your external operating environments
- Determine indirect and direct competition and put together a unique selling proposition
- Exploring and identify gaps in your business model for action plan
- Identify and evaluate SWOT analysis and put together milestones
- Risk assessment and develop risk management strategies for business success
- Understanding marketing mix and put together effective marketing strategies and marketing plan

J. Strategic Marketing

Scope and Contents

- Definition of marketing and identifying your target market
- Researching customers to identify needs and wants for effective product development
- Exploring the different market research methodologies and device action plan for your business
- Developing effective marketing strategies to boost and expand sales income
- Understanding the marketing mix and what it means for your overall marketing strategies
- Exploring the essential components of marketing plans in-order to put together one for your business
- Develop a customer centric business
- Marketing products effectively on the web; what works and what doesn't
- Writing effective sales letter for maximum conversion and more

We also offer soft skills coaching on request. Kindly contact us for any more information should you require additional services.