

COURSE OUTLINE



About The Course

This course is designed for Business Owners, Directors and Senior Management teams who are keen to develop their understanding of the factors and tactics that will enable them to achieve long-term improvements in profitability.

Course Format

The course is structured as a 1-day hands-on workshop for small groups and one-to-one training.

Duration

1-day course structured as 4 sessions.

Delegate Rate

The fee for the course is £295 plus VAT per delegate (minimum 5 delegates) including refreshments and training materials.

Contact

For more information on Innotec's Business and Management Training programmes or to discuss your specific training needs with our Course Director:

Call 01273 891155 or go to our website at www.innotec.co.uk.

Innotec Business Mentoring,

The Enterprise Centre,
20 Woodgate Meadow,
Plumpton Green,
Lewes,
Sussex
BN7 3BD.

Innotec Business Mentoring is a partner in Southern Business Consultants

PROFIT ACCELERATOR

If your profit margins aren't rising, chances are your company isn't thriving.

Your profit margin trend is the single most powerful indicator of your company's health. As margins decline, companies cut their sales and marketing efforts. Manufacturers postpone plant upgrades and delay research and development.

Suddenly it is a lot less fun to be at the top of a business and something needs to be done.

Objectives of the Course

This one-day workshop is a Master Class in improving the profitability and overall performance of your business. You will learn from business people who have extensive experience as Directors with blue-chip companies and smaller entrepreneurial businesses which they have set up and successfully grown.

What will I get from the programme?

By the end of the course delegates will:

- Understand the impact of the following strategies on improving profitability:
 - Increasing prices.
 - Reducing cost of sale.
 - Increasing sales volume.
 - Reducing overheads.
- Establish a methodology for evaluating the relative profitability of each product and/or customer within their business.
- Determine a strategy for each or the 4 product/customer segments of the profit/volume matrix identified above.
- Understand the process for making changes to each of the profit drivers to ensure improvement to the profitability which can lead to sustained volume growth.
- Develop an action plan for their own business based on the course content.