

More about mda's More New Business Programme

Benefit: New business is the lifeblood of companies. This workshop is designed to significantly improve the ability of your company to generate new business acquisitions.

Introduction: Generally, when companies refer to New Business, uppermost in their minds is the sales presentation, because that's the part where they get to do what many of them love - sell ideas. However, in reality, new business acquisition is a longer-term process. The main emphasis of this new programme will be on those areas where companies are frequently not so good - i.e. everything up to the presentation itself, and post- presentation consolidation

For: Anyone involved at any stage of the new business acquisition process. However, we also argue in the workshop that, in the knowledge economy, almost everyone in the organisation is in some way involved in acquiring new business. Thus, there are few executives who will not derive some benefit from the programme.

Purpose: to develop a well thought-out new business programme for the individual client company and identify - and train in - the skills to execute it.

Objectives: we have identified twelve steps that make up a good effective new business programme. This list forms the "chapter headings" for the workshop, with a module for each one, designed to create a process that optimises each step.

Approach: As practical as possible, given any constraints on time or numbers. As many exercises as are possible is fitted in, according to the needs of the group.

Duration: Two days

Contact details: for more about mda and our other programmes:

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http://www.mdapac.com/send_brief.html