

## SME TRAINING CALENDAR FOR 2015

DATE	COURSE TITLE	COURSE CONTENT	TARGET PARTICIPANTS	FEE PER PARTICIPANTS  =N=	DURATION
<b>SME's TRAINING</b>					
Feb 11 <sup>th</sup> & 12 <sup>th</sup>	Essential Marketing & Selling skills for SME's	<p>Marketing defined</p> <p>SME challenges in marketing</p> <ul style="list-style-type: none"> <li>• Understanding SME market</li> <li>• Market research</li> <li>• Competitive analyses</li> <li>• SME networking</li> </ul> <p>SME market Targeting</p> <ul style="list-style-type: none"> <li>• Definition of target marketing</li> <li>• Market target selection</li> <li>• Market target strategies</li> </ul> <p>SME market positioning</p> <ul style="list-style-type: none"> <li>• Defining market positioning</li> <li>• Positioning process</li> </ul> <p>Sales management</p> <ul style="list-style-type: none"> <li>• Closing the sales</li> <li>• Sales presentation skills</li> </ul> <p>SME branding</p> <ul style="list-style-type: none"> <li>• Defining branding</li> <li>• Importance of branding</li> <li>• Creating a successful brand</li> <li>• Communicating your brand</li> </ul> <p>Marketing plan for SME's</p> <ul style="list-style-type: none"> <li>• 8 Ps of marketing plan</li> </ul>	This course is designed for SME Business owners and SME sales team. Also those who are interested in developing marketing & selling skills.	25,000	2 days
Feb 26 <sup>th</sup> & 27 <sup>th</sup>  Sep 2 <sup>nd</sup> -3 <sup>rd</sup>	Essentials of a Small Business Plan	<p>The executive summary</p> <ul style="list-style-type: none"> <li>• Summarise business idea</li> <li>• How business will address goals</li> </ul> <p>Description of products and services</p> <ul style="list-style-type: none"> <li>• How will products &amp; services be offered</li> <li>• Describing the pricing model</li> </ul> <p>Customer analysis</p> <ul style="list-style-type: none"> <li>• Define &amp; identify target market</li> <li>• Distinguish between customers &amp; end users</li> </ul> <p>Market research and analysis</p> <ul style="list-style-type: none"> <li>• What define products &amp; services</li> <li>• How to define target market</li> </ul>	Entrepreneurs who want to develop their business plan to start their business or in business and want to access loans from financial Institutions.	30,000	2 days

		<ul style="list-style-type: none"> <li>• Why would customer want to buy</li> </ul> <p>Competitor analysis Analysis of key competitors</p> <ul style="list-style-type: none"> <li>• Cost comparison between competitor and entrepreneurs product</li> <li>• How will the competition react to a new entrant into the market</li> <li>• How will this reaction be mitigated</li> </ul> <p>Marketing strategy</p> <ul style="list-style-type: none"> <li>• Describe methods to reach target market</li> <li>• How will this convert into real sales</li> </ul> <p>Key risks and mitigants</p> <ul style="list-style-type: none"> <li>• Identification of key risks and mitigants and how they will be overcome.</li> </ul> <p>Organisation &amp; management</p> <p>Financial analysis</p> <ul style="list-style-type: none"> <li>• Detail the sources and uses of funds for the business</li> <li>• Margin analysis -particularly gross and operating margins</li> <li>• Breakeven analysis</li> </ul> <p>Please Note: All participants are expected to come up with their business plan after the course</p>			
<p>Feb 24th Mar 12<sup>th</sup> May 8<sup>th</sup></p>	<p>Exceptional Customer Service Delivery for SME</p>	<p>Defining Customer Service</p> <ul style="list-style-type: none"> <li>• What does great service look like and feel like?</li> <li>• Responsibility for customer service</li> </ul> <p>Handling customer enquires</p> <ul style="list-style-type: none"> <li>• Customer contact model and service standards</li> <li>• Creating lasting first impressions</li> <li>• Building and maintaining rapport</li> <li>• Using positive language and tone of voice</li> </ul> <p>Establishing customer needs and responding to requests</p> <ul style="list-style-type: none"> <li>• Questioning, Active listening and Summarising</li> </ul> <p>Handling work based customer requests</p> <ul style="list-style-type: none"> <li>• Identifying and Responding to challenging customer requests assertively</li> <li>• Establishing customer needs and responding to requests</li> <li>• Questioning, Active listening and Summarising</li> </ul> <p>Handling work based customer requests</p> <ul style="list-style-type: none"> <li>• Identifying and Responding to challenging customer requests assertively</li> </ul> <p>Service recovery</p> <ul style="list-style-type: none"> <li>• Turning disappointment into delight</li> <li>• Identifying the nature of customer complaints</li> <li>• Responding to customer complaints</li> <li>• Introducing colleagues to resolve customer service issue</li> <li>• Complaint handling role plays</li> </ul> <p>Building customer relationships</p> <ul style="list-style-type: none"> <li>• Relationship triangle – trust and loyalty</li> <li>• What differentiates us from our competitors?</li> <li>• Identifying ways to add value and exceed customer expectations</li> <li>• Following up</li> </ul>	<p>This course is designed for SME Business oners and staff who are in customer support roles interfacing with customers face to face , by telephone or email.</p>	<p>20,000</p>	<p>1 day</p>

May 13 <sup>th</sup> & 14 <sup>th</sup>	Effective presentation skills	<p>Performing a needs analysis  Writing the basic outline  Researching, writing and editing  Choosing your Delivery Methods  Verbal and Non-Verbal Communication Skills  Overcoming Nervousness  Creating Fantastic visuals, Flip Charts and PowerPoint Presentations  Learning the tools  Creating a 'Plan B'  Using Videos and Audios  Encouraging discussion  Dealing with questions</p>	This course is designed for SME Business s Sales people, marketers, trainers, team leaders, managers, and those who desire to build confidence in speaking and presentation skills.	25,000	2 days
April 16 & 17 <sup>th</sup> Aug 27 <sup>th</sup> & 28 <sup>th</sup>	SME guide for dealing with Financial Institution	<p>Module 1: Fundamentals of Business Management</p> <ul style="list-style-type: none"> <li>• Introduction to Business Management</li> <li>• Business operations and processes</li> <li>• Achieving business goals through people</li> <li>• Financial Management</li> <li>• Business Environmental Considerations</li> </ul> <p>Module 2: Strategic Planning and Business Plans</p> <ul style="list-style-type: none"> <li>• Business Strategic planning concept.</li> <li>• Business Strategic Objectives.</li> <li>• Basics of preparing and monitoring business plans.</li> </ul> <p>Module 3: Understanding Requirements in Dealing with Financial institution</p> <ul style="list-style-type: none"> <li>• Typical sources of finance within financial sectors</li> <li>• Understanding Financial institution as a business entity</li> <li>• Bank strategies and operations for SMEs</li> <li>• Strategy and tactics for accessing external finance</li> <li>• Information's required to access finance in financial institution</li> </ul> <p>Module 4: Analysing Financial Statements</p> <ul style="list-style-type: none"> <li>• Understanding the Importance of financial statements</li> <li>• Cash flow</li> <li>• Budget analysis</li> </ul>	Entrepreneurs who want to access finances to start and grow their businesses	30,000	2 days
May 21 <sup>st</sup> -22 <sup>nd</sup>	Product Development for SME Banking	<p>Module 1: Introduction of Small medium Enterprise Business</p> <p>Module 2 : Market Segmentation and Targeting</p> <ul style="list-style-type: none"> <li>• Factors to consider in determining the SME product service</li> </ul>	This course is designed for Bankers working in SME, retail, corporate and credit departments who have, or will have, SME responsibilities	45,000	2 days

		<p>segment</p> <ul style="list-style-type: none"> <li>Needs for effective segmentation</li> <li>Methods for segmentation</li> <li>Defining target clients for each product</li> <li>Techniques for evaluating market segments and their effectiveness</li> <li>Marketing research</li> <li>Defining competitive environment in market segment</li> </ul> <p>Module 3: Developing and Designing New products for SME Banking.</p> <ul style="list-style-type: none"> <li>Framework for implementing New Product Development process</li> <li>Developing the process that identified market need to a market product</li> <li>Techniques for evaluating newly introduced products</li> </ul> <p>Module 4: Designing and Maintaining a Competitive Product and Service for SME Banking.</p> <ul style="list-style-type: none"> <li>Definition of SMEs products</li> <li>Approaches for SMEs financing</li> <li>Lending based products</li> <li>Equity finance for SMEs</li> <li>International trade finance</li> <li>Transaction based products and services</li> <li>Products targeting SME clients</li> <li>financial management services for SMEs</li> </ul>			
<p>Marc 18<sup>th</sup> &amp; 19<sup>th</sup></p> <p>Oct 20<sup>th</sup> – 21<sup>st</sup></p>	Accounting & Finance training for SME	<p>Important of finance management</p> <p>Definition of management</p> <ul style="list-style-type: none"> <li>Planing activities</li> <li>Controls</li> </ul> <p>Record keeping for business</p> <ul style="list-style-type: none"> <li>Important of record keeping</li> <li>How to keep a cask book</li> <li>Maintaining receipt book</li> </ul> <p>Preparing for financial report</p> <ul style="list-style-type: none"> <li>Managing sales on credit</li> </ul> <p>Preparing profit and loss statement</p> <p>Costing and pricing products&amp; services</p> <p>Stock management &amp; control</p>		25,000	2 days
Aug 13 <sup>th</sup> & 14 <sup>th</sup>	Human Resources Management for SME	<p>Understanding how busiess goals through People</p> <p>Developing HR policies &amp; procedures</p> <p>Designing job description for job holders</p> <p>Recruitment &amp; selection</p>	This course is designed for SME Business oners and managers of SME Human resource personnel.	25,000	2 days

		<p>Improving employee job performance through objective settings, appraisal &amp; coaching</p> <p>Maintaining &amp; improving employer-employee relations</p> <p>Retaining key staff</p> <p>Managing staff exit</p>			
July 9 <sup>th</sup>	HR SME Conference	CONFERENCE TITLE: TALENT- KEY DRIVER FOR SME SUCCESS( OPEN FOR SPONSORSHIP)	This conference is aimed at: Business Owners, Managing Directors and General Managers of small and medium sized companies, HR professionals, or operational staff who are responsible for HR functions in SMEs.	10,000	1 day
Oct 6 <sup>th</sup> - 7 <sup>th</sup>	Risk Management for SME	<p>Module 1: Introduction and Trends in Risk Management</p> <ul style="list-style-type: none"> <li>• Risk management overview</li> <li>• The 'credit culture'</li> <li>• International trends in RM</li> <li>• Understanding the tools available for banking risks</li> <li>• Risk management regulation and its effects</li> </ul> <p>Module 2: Risk management in SME banking</p> <ul style="list-style-type: none"> <li>• Risk affecting SME banking</li> <li>• Understanding the tools available to manage SME banking risks</li> </ul> <p>Module 3: SME Banking RM – The Tools</p> <ul style="list-style-type: none"> <li>• Manuals</li> <li>• Advice</li> <li>• Credit scoring</li> <li>• Early warning systems (EWS)</li> <li>• Human resources management and training</li> <li>• Adapting intensive inspection</li> <li>• Stress-testing</li> <li>• Re-negotiation packages (for portfolios)</li> <li>• Strategic plan for SMEs</li> <li>• Risk-81:/pricing models</li> <li>• Compliance structure and responsibilities</li> <li>• Change management</li> </ul> <p>Module 4: Managing SME Banking risk</p>	This course is designed for Bankers with SME banking responsibilities; including those working directly with SME clients and others in Risk Management teams, 'Credit' Departments, Branch management and Internal Inspection.	45,000	2 days
Nov 13 <sup>th</sup>	SME Take in forum	A forum that gives SME Business owners platform to Network, share, analyse business trends and challenges as it affects their business for the year period and come up with solutions for subsequent business year .	All SMEs business owners and institution interested in the SME's businesses.	Free( Open for sponsorship)	1 day

To register for any of these programmes, please send your nominations to [training@ppisconsulting.com](mailto:training@ppisconsulting.com)

For enquiries, please call 07032875551, 08037131374 or contact Richard 08108639922

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