

**Emerge from the recession
faster and in better shape**

**There are critical business issues you
can address - NOW**

ESSENTIAL
Business Skills

moving your business forward

STRATEGIC DIRECTION



Essential Business Skills- moving your business forward

Making Today's Recession Yesterday's Problem

The global recession is coming to an end according to some experts - but what about your business? Things are tough, and waiting for the upturn isn't an option. Customers want more for less, by yesterday. Budgets are tight and manpower is short. Yet critical issues keep arising, and they have to be tackled successfully.


Key Negotiations have to go well, the Sales Effort needs to be very effective and Teams need to work at maximum efficiency. Anything less will compromise your business - now and for the future.

How will 'Essential Business Skills' help my Business?

In response to these challenges, Strategic Direction is proud to introduce 'Essential Business Skills' - a series of one day highly targeted and high impact workshops that are totally focussed on those key areas where you need the greatest impact. The sessions are not intended to cover all the skills you'll ever need but will give you the most effective and practical skills that **you need right now!**

Each one day session focuses on key tools that are easy to use and immediately effective.





Essential Business Skills - What can it do for me?

These practical workshops ensure:-

Maximum Sales Impact: Business development needs to maximise its return from new customers and gain greater volume from existing ones.

Enhanced Negotiating Success: Negotiations with customers and suppliers need to have the best possible outcome. Your internal negotiations are equally important.

Sharper Management Skills: Managers need to be able to 'step up' to critical tasks quickly and effectively.

Effective Teamwork: Teams (new, established and virtual) must work well together to deliver those critical results.

Better Cost Control and Project Delivery: Managers must get everyone involved in delivering cost reductions and ensuring vital projects are on time and within budget.



Moving your business forward

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Want to know more? Contact us now

Annabel Fossel
Strategic Direction
8 Manor Courtyard
Hughenden Avenue
High Wycombe, Bucks, HP13 5RE
United Kingdom

Email: info@trainingontarget.com
Web: www.essentialbusinessskills.com
Tel: +44 (0)1494 450200
Fax: +44(0)1494 537249

Strategic Direction is committed to delivering practical performance improvements to our clients. Founded in 1991, we work with numerous pan-European organisations across many sectors.

Our focus is on helping customers grow their business.

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