

Do you need help...Setting prices...Understanding your customers...Forecasting future orders?

Some people believe marketing is just about selling, creating promotional material or advertising, but it is far more than that.

Making a product or providing a service is relatively straightforward. The hard part is ensuring that you can offer it to your customers and potential customers at a price they are willing to pay and makes you a profit. These eLearning courses currently include:

- **Understand Your Value Chain**
- **Conduct Robust Analysis**
- **Produce Realistic Forecasts**

We can help you develop and create stronger marketing plans...

Who Is It Aimed At?

The courses have been designed in such a way that it doesn't matter whether you are in **Sales, Marketing, Finance** or **General Management**. The frameworks and techniques discussed are generic and are applicable regardless of which part of an organisation you work in.



Our eLearning courses are designed to be completely self-paced so you can start and finish a course at whatever time best suits you – day or night! By being on-line they are available on a topic by topic basis and at very affordable prices.

Individual Courses

The Insider's Guide to The Value Chain Better understand the relationship between COSTS, PRICES & PROFIT. Be able to have a greater influence on your profitability.

The Insider's Guide to Market Analysis How to do ANALYSIS the right way. Know what to dial up or down in your business by constructing more robust customer and market S.W.O.T analysis.

The Insider's Guide to Forecasting The different approaches and methods you can use to create a FORECAST. Develop more robust and realistic projections to support your business plans and activities.

Effective Marketing Planning Bundle By enrolling in this option you will have access to all 3 of The Insider's Guides to... a saving of £25.

- **The Value Chain**
- **Market Analysis**
- **Forecasting**

Marketing Planning eLearning

Cost to enrol in individual courses

£75*
includes VAT

Cost to enrol in the Marketing Planning Bundle

£200*
includes VAT

*costs include course booking fees and VAT at 20%

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