



Business Plan Development and Implementation

In today's increasingly competitive business environment sales executives must be able to demonstrate that business decisions are based on clear goals and targets starting with sound planning. This course introduces the issues, strategies and relationships that relate to the job of developing sustainable revenue through well managed business development activities. Participants will acquaint themselves with managing a sales force and helping them sell. Special emphasis is focused on developing a sales force program, managing strategic account relationships, team development, diversification in the work force, sales force automation, problem solving skills and handling financial issues.

Expected Accomplishments

- Value the critical importance of the business plan for organizational success
- Select the appropriate programs & techniques to implement for success
- Set the most appropriate goals and strategies after analyzing the business environment
- Construct a system that enables the management to monitor and control the progress of the organization

Course Outline

- What is a business plan?
 - The planning process
- Why prepare a business plan?
 - Benefits of a business plan
 - Disadvantage of not having a business plan
- What to avoid in your business plan
- Business plans structure
- Vision & mission statements
 - Importance, explanation & description
 - Examples of good & bad vision & mission statements
- Market Analysis
 - General market description (macro environment)
 - Specific market description
 - Market and customer segmentation
 - Competition
 - Market potential, size and share
 - BCG matrix, SWOT and Gap analysis
- Goals, strategies and schedules
 - SMART goals
 - Strategy types
 - Implementation schedule
- Forecasting
 - Forecasting methods
 - Erosion and growth





- Resources needed
 - Human resources
 - Preparing a cash budget
- Financials
 - Break-even analysis
 - Expected income statement
 - Cash flow analysis
- Concluding the business plan
 - Goal tree
 - Executive summary

Who Can Benefit

Professionals from all disciplines intending to maximize their business planning and control expertise

Related Training

- Financial Skills for Managers
- Practical Marketing Skills
- 21st Century Behavioural Customer Relationship Management
- Managing Outsourced Contracts

Duration

3 Days

Mode

Consultant led interactive sessions along with case studies and role plays

Prerequisites

Good management skills

Course Code: MGT-240

