



CPPL TRAINING PROGRAMS

Training Program, Course, Description and Prices

Training Program: BUSINESS DEVELOPMENT MASTERCLASS FOR BUSINESS OWNERS AND PROFESSIONALS

Building and creating a competitive advantage in the marketplace demands a complete understanding of business development and its strategies. Business development Strategies give you the right skills and Strategies you need to increase sales, make profits, and grow your business into an industry leader. This course gives you the opportunity to understand the core of business development, and how to build business strategies to create value by meeting the needs of your customers / clients - increase your sales, make profits, manage / nurture your brand and build a lasting relationship with your customers.

This course will offer you the best Business Start-up Strategies and a clear road map to business success. This course is also tailored to meet the business needs of any organization from start-up to multinationals.

What you'll learn

- Learn the core concepts and application of business development strategies
- Utilize proven methodologies that start a business and grow into a business empire
- Learn to analyze your business and develop practical solutions based on consumer insights and the critical value drivers in the industry
- Understand the principles of business planning and proposal writing techniques. You will have free access to templates
- Understand how to develop products, create quality awareness, sell by design not by chance and apply project management mindset in management your processes
- Understand your customers and build lasting relationships with them while creating and capturing value.
- Understand how to build your brand with core digital marketing strategies

Course Descriptions

Most new businesses within a period of the 1st 2 years of start-up die due to lack of Start-Up strategies and Effective Business Development techniques. You can save yourself from experiencing similar frustrations and disappointment that comes with Business Start Up survival. Learn the what, when, where and how of business to boost your skills and confidence to succeed in business.

In order to help you overcome obstacles and stress that come with building and growing your business, CPPL has created 6 thorough courses under this training that will enable you



navigate easily to take the right steps in turning your business ideas into reality. These courses will guide you on each step you need to take each day. It's going to make starting business and growing your business easy and hitch-free. Your financial freedom and dreams of having and running your own business will be successful.

To get there, start here; click this link **(put link here)** and Register for this training.

You will receive an email from us and a special discount if you are among our first twenty candidates to register, this morning.

Sign up now; **(put link here)**

Course Content:

Course 1: Introduction to Business Start-up (N10,000)

- Preparing for Enterprise
- Why Businesses Fail
- Why You Will Succeed
- The Right Attitude to Business Success
- Business Built to Last
- Launching Your Business
- Case Study and Exercises

Course 2: Business Development 101 (N10,000)

- Developing Business Idea
- Market Research
- Conceptualizing your Business Model
- SWOT Analysis
- Developing Business Plans and Business Proposals
- Case Study and Exercises

Course 3: Introduction to Value Creation and Product Development (N10,000)

- Creating Value with the 4Ps of Marketing
- Product Development
- 7 Phases Guide to Product Development (idea generation, idea screening, concept development and testing, building a market strategy, product development, market testing, and market commercialization).
- Product Development Strategies
- Pricing Strategies, Promotion and Marketing Segmentation
- International Marketing
- Case Study and Exercises

Course 4: Customer Service Management (N10,000)

- Introduction to Customer Service Relationship
- How Do Customer Defined Excellent Customer Service

- Benefits of Effective Customer Service
- Delivery Effective Customer Service
- Managing Customers' Complaint and Angry Customers
- Case Study, Exercises and Action Plan

Course 5: Brand Management (N10,000)

- Introduction to Brand Management: Brand Purpose and Experience
- Characteristic of Successful Brands
- Brand Elements – Position, Promise, Personality, Story and Association
- Brand Differentiation and Co-creation
- Developing Brand Strategies and Positioning
- Brand Audit and Evaluation
- Best Brand Practices
- Case Studies, Exercises and Action Plan

Course 6: Digital Marketing (N10,000)

- Introduction to Digital Marketing
- Digital Marketing Strategy
- Content Marketing
- Social Media Management
- Search Engine Optimization (SEO)
- Email Marketing
- Data Analytics & Reporting
- Case Studies, Exercises and Action Plan

Completion of Courses and Certification

- After successful completion of these courses in Business Development Masterclass for Business Owners and professionals, you will get your personalised manual specially designed for You, for Your future reference, to complement your notes. You will also get your certificate of successful course completion.
- Also, you will be automatically admitted into the CPPL Training Program Alumni where you have unlimited access to our seasoned facilitations at any time and day, at no extra course. More benefits include free consultation in your business as well as continuous valuable knowledge sharing with you.

Who Is This Training For?

1. Business Owners & Entrepreneurs
2. Sales professionals, consultants and coaches
3. Business Developers and Sales executives
4. Business, Sales and Marketing Managers
5. Business Executives and Directors
6. Anyone who wants to have a successful career in the business sector

Course Fee: This highly valuable training program costs only ₦60,000. If You prefer to take a course at a time, it costs YOU ₦10,000,

Duration: Two Weekends.